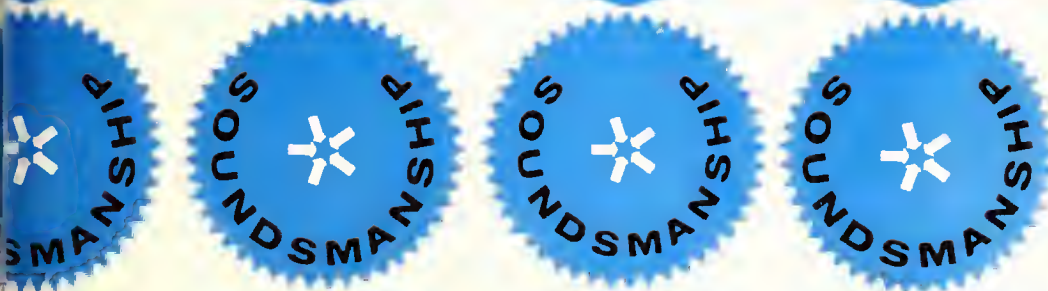


SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



RE AND MORE ADVERTISERS BUY MORE TIME ON MORE
IO STATIONS USING PROGRAM AND PRODUCTION AIDS
RIBUTED EXCLUSIVELY BY RICHARD H. ULLMAN, INC.



MORE results for **YOUR** client dollar. Before you buy, make sure it's
an Ullman-serviced station.

RICHARD **H** ULLMAN, INC.

Exclusive distributors of The Big Sound, Formatic Radio,
CRC Jingles, Target Jingles, IMN Jingles, Ev Wren Productions.

1271 Avenue of the Americas, New York • PLaza 7-2197

A Division of  THE PETER FRANK ORGANIZATION, INC.
Hollywood/New York

CENSORSHIP— HOW REAL IS THE DANGER?

Despite protests by
Chairman Minow that
FCC won't censor, will
radio/tv lose freedom?

Page 33

How Lestoil is setting up new media patterns

Page 36

Radio a boon for clients who have tight budgets

Page 38

American Oil's 250,000 spots on 550 stations

Page 40

WRIGHT ON PAGE 4



BUILDING WITH HOUSTON / KTRK-TV / VITAL

WJIM-TV

strategically located
to exclusively serve

LANSING...**FLINT**...JACKSON

and we do mean

FLINT!

The new March ARB shows

WJIM-TV

has increased it's audience in

FLINT

Michigan's second market by

63%

during the past twelve months!

(Sunday through Saturday . . . 9:00 am - Midnight)

Now . . . more than ever . . . WJIM-TV dominates Mid-Michigan!



WJIM-TV

Dominant in Mid-Michigan for twelve years!

ASK YOUR BLAIR TV MAN

COVERING
THE
NATION'S

37TH
MARKET

ALL

 are on
WDBO-TV
 in
CENTRAL FLORIDA
ARB* reports

WDBO-TV
DELIVERS

35.4% more homes
 than sta. "B"
65.4% more homes
 than sta. "C"

from 9am to midnight
 in CENTRAL FLORIDA'S
 BILLION DOLLAR MARKET!

NIELSEN* reports

HOMES REACHED

STA.	MON. - FRI.		SUN. - SAT.	
	12-3PM	3-6PM	6-9PM	9-Mid.
	(00)	(00)	(00)	(00)
WDBO	304	306	546	446
'B'	166	148	389	271
'C'	61	193	295	243

WDBO-TV
CH. 6 - CBS - ORLANDO

BLAIR TVA has more FACTS!

* March, 1961 Reports



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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Censorship—Smokescreen or real danger?

33 With FCC Chairman Minow's policies and program under increasing attack on grounds of censorship, SPONSOR analyzes opposing viewpoints

The new, flexible Lestoil modernizes media stance

36 Detergent maker counters competition with precision-built time buys; insists on top c-p-m of \$1.50, at least 60% female audience make-up

... When the budget is tight

38 Radio, both network and spot, continues to produce numerous outstanding examples of how it is ideal medium for advertiser with limited budget

Air media spearhead American Oil

40 Change to national marketing setup involves complex media buys using 550 stations, up to 250,000 spots a month. Base of campaign is radio

225 spot plans (continued)

42 Upcoming radio and tv spot plans of 225 broadcast advertisers, as reported by Bolling Co., indicates upward swing in budgets, strategy this fall

Radio jazz show sells records like 'wow'

45 Kenny's Record Shacks, 6-store chain of record stores in N. Y., is sold on radio for moving merchandise, specifically latest efforts of d.j. Billy Taylor

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Why WTAE, Pittsburgh bought Seven Arts' Volumes I and II

Says Franklin C. Snyder:

"The decision to purchase the Seven Arts features—Volumes I & II—was reached **after thorough analysis of the various 'post-48' film packages** currently available.

"The Warner's 'Films of the 50's' add balance, freshness, quality and prestige to our film library. This new and exciting product will make it possible for WTAE to continue to program consistently high quality features and to maintain our position as Pittsburgh's dominant movie station."



FRANKLIN C. SNYDER
Vice President and General Manager
WTAE—Channel 4—Pittsburgh

Warner's Films of the 50's...
Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris... Gene Kelly directing...
Theatre—"Gone with the Wind" in preparation...
Television—Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties—"Romancero" by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

21 August 1961

SPONSOR-WEEK

HILLS BROS. 100% SPOT

Regional coffee advertiser (Ayer) drops \$2 million from network; will have \$3.5 million in tv/radio spot

Nothing is easier to ignore than a trend—for Hills Bros., anyway.

Advertisers switching from spot to network have been so frequent lately as to produce hardly a surprise.

Hills Brothers (N. W. Ayer) has gone and done exactly the opposite. They will be taking all their \$2 million out of network in 1961-62 and putting it into spot tv and radio.

Added to the \$1.5 million Hills Bros. will keep in spot from the current season, its spot investment for the upcoming broadcast season will be \$3.5 million.

The initial flight of Hills Bros. spots on tv will be four weeks starting 18 September in 50 to 60 markets.

Hills Bros.' radio spot campaign also gets underway for four weeks on 18 September and will cover 200 markets.

The radio campaign calls for 20 to 100 spots per week, mostly thirties during the day and during traffic time.

Over the past four or five years Hills Bros. has been using both network and spot with network getting the bulk of its budget—even though its brands are distributed over a wide region but not nationally.

But lately Hills Bros. has a special reason for putting its entire budget into spot: competition from local coffee brands.

With spot it wants to get the flexibility it needs to cope with local competition.

Reason for dropping \$2 million network expenditure is that it didn't provide Hills Bros. with the mobility it needed to handle situations arising from local pressure from other brands.

June network billings up 13% to \$60 million

Network gross time billings for June 1961 reached \$59.9 million, an increase of 13.1% over 1960, reports TvB.

The three network total for the first six months of 1961 was \$363.9 million, up 8.2% from last year.

But that average reflected no actual network. ABC TV gross time sales were up 23.0%, CBS TV was down 3.9%, and NBC TV was up 12.6%, all for first six months.

Grosses for January-to-June for the networks were: ABC TV, \$94.6 million; CBS TV, \$132.9 million, and NBC TV, \$136.3 million.

Most of 1961's gains so far are in daytime. While nighttime went up only 2.8%, daytime soared 20.8%. Half-1961 gross for all three networks was \$242.6 million in nighttime and \$121.2 million in daytime.

Mobil likes \$1.6 mil. minutes so much it doubles the order

When Mobil Oil found out what kind of minute announcement plan CBS TV and ABC TV each offered for its proposed \$1.6 million investment it took a careful look and then decided to take both—doubling its tv investment up to \$3.2 million in the process.

On CBS TV Mobil (Ted Bates) got 69 announcements in eight shows beginning 25 September. The shows are: Frontier Circus, Pete and Gladys, Ichabod and Me, Checkmate, CBS Reports, Eyewitness, The Twilight Zone, and The Investigators.

A spot buy of 69 minutes for \$1.6 million would average \$23,000 a minute.

ABC TV would not disclose the number of minutes it gave for Mobil's \$1.6 million buy.

But Mobil was going into 13 ABC TV shows for the last three months of the year. They include ten of the AFL games, the 6 p.m. news, plus 11 nighttime entertainments.

SIEGEL ELECTED AB-PT EXECUTIVE V.P.

Latest Madison Avenue activity is keeping up with new titles of Simon B. Siegel.

This week he was elected executive v.p. of AB-PT. A month ago he was elected executive v.p. of ABC.



A because
Atlanta is
M different from
Milwaukee...



and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. **Important Stations in Important Markets.***

**WITI-TV now leads in prime time.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

IBS FORMS WORLD AIR MEDIA ORGANIZATION

An independent organization to produce and distribute broadcast programming around the world, International Broadcasting System, has established its first affiliate, Japan International Broadcasting System, to cover most of the Far East.

Unlike other American ventures into world broadcasting—like the investment a week ago by ABC International into two Japanese tv companies, NET and Mainichi—IBS will consist of a group of locally-owned independent affiliates.

For the time being IBS will handle radio only, but it hopes to add tv soon.

Executive v.p. of IBS is John M. Keesing, who recently returned from Tokyo where JIBS, the Japanese link, was signed.

Purpose of IBS is to prepare and distribute programs suitable for use in specific countries through the use of its connections elsewhere. Instead of exporting American shows, IBS would prepare shows for a particular region by using the talent and materials of the area of destination.

Grosby to WJJD sales

Alfred Grosby has been named director of sales for WJJD Radio, Chicago, effective at once.

He will also be director of sales promotion, announced Fred Harm, v.p. and general manager.

Grosby had spent five years in the McLendon chain before

joining WJJD, Chicago outlet for the Plough network.

He was previously sales manager for WYSL, Buffalo.



Alfred Grosby

\$1.7 mil. for ABC Radio in three weeks

That \$1,682,469 worth of business ABC Radio reports for the three weeks ending 10 August is good enough to set a record for any such recent period at the network.

National sales director Jim Duffy points out that the bulk of it is new business, namely \$1,382,180.

The biggest piece came from Campbell Soup, which has just gone back into network radio to the tune of \$0.5 million, effective September.

On ABC Radio, Campbell (NL&B and BBDO) will sponsor Flair, Breakfast Club, and news.

Four other new accounts, each bringing \$150,000-\$200,000 worth of business, are Miller Brewing, Mennen, American Motors, and Thomas Leeming.

Still more news business came from Pharmaco, Mogen David, Wheel-Horse, Accent, E. C. Bruce, Bristol-Myers, and Ludens.

Four renewals came from Voice of Prophecy, Inc., Radio Bible Class, Signal Oil, and Bankers Life Co.

GE Science kits on NBC TV

General Electric (Y&R) will sponsor Watch Mr. Wizard on NBC TV Saturdays from 12:30 to 1 p.m. on behalf of its new line of science kits.

A new GE unit, the educational Recreation Products Section, was formed this year as part of the radio receiver department at Utica, N. Y.

GE will use the NBC TV show from late September through Christmas on 99 stations. Commercials will be live.

SMITH, KLINE & FRENCH INTO CBS TV SHOWS

CBS TV, which held the line on selling minutes on remaining availabilities as late as it could in the season, has now altered its policy and is accepting such orders.

In most cases there is a regular alternate advertiser in a show and only the other half will go as scattered minutes.

Smith, Kline, and French, for example, purchased an undisclosed number of minutes over the last 13 weeks of the year.

The drug advertiser will go into four shows: CBS Reports, Eyewitness, I've Got a Secret, and Pete and Gladys.

CBS TV is also expecting more business from Polaroid shortly on the same basis of scattered minutes.

Chaney to head BBDO's new business department

Bobb Chaney moves to New York as head of BBDO's new business operation.

He was formerly v.p. in charge of the agency's Minneapolis office, a post he held since 1955.

To balance Chaney's shift East, Henry E. See will move West from New York, where he is v.p. and account group head, to succeed Chaney in Minneapolis.

Chaney's new assignment fills a vacancy which was left last year when William R. Gillen went to London for BBDO International. Chaney joined BBDO in 1940 in Minneapolis as an assistant account executive, was named a supervisor eight years later and elected a v.p. in 1954.

See also joined BBDO as an assistant account executive. He was named a group head in 1953 and was elected a v.p. in 1959.

ONLY **TV** HAD WHAT IT TOOK TO COVER THE 707 HIJACK



Circles show KROD-TV equipment on-the-spot

- TRIGG-VAUGHN STATIONS have the FACILITIES, and the STAFF to handle the usual and the unusual. Each **TV** station is completely equipped with the latest in VIDEO TAPE,* SPECIAL EFFECTS AMPLIFIER, remote mobile unit, and the staff to use them for maximum effectiveness.
 - KROD-TV and Radio fed the on-the-spot story from El Paso's International Airport to CBS-TV, 5 other TV stations, the two other Trigg-Vaughn stations, two radio networks and 73 independent radio stations from Boston to Honolulu. Only KROD-TV had the facilities to feed this big story to the nation.
 - KROD dominated the air during the Hijack Incident. **TV** dominates the air in West Texas and New Mexico every day.
- * NOW all three Trigg-Vaughn Stations have tape facilities.



KROD-TV
El Paso

KVII-TV
Amarillo

KOSA-TV
Odessa / Midland

3 Quality Stations / 3 Quality Markets / 1 National Representative

Jack C. Vaughn
Chairman of the Board

Cecil L. Trigg
President

George C. Collie
National Sales Manager

PHILIPS OF HOLLAND BUYS CATV 'LAWMAN'

Philips of Holland (Vaz Dias International of Amsterdam), one of the world's largest appliance makers, will sponsor Lawman in Central America on ABC's CATV.

Sponsorship begins this month and extends over CATV stations in Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. A Panama station joins the CATV network later this year.

The interesting international angle is that the show was made by Warner Bros. in the U. S. (where it is seen on ABC TV) and CATV is represented by ABC International—but the sponsor is a European manufacturer.

BBB hypo for radio

The Better Broadcast Bureau is out to stimulate spot radio investment in 1961-62.

Clifford J. Barborka, Jr., BBB president, revealed some details of a 52-week-a-year campaign under way.

Twenty-four major presentations will offer prospective advertisers copy platforms, marketing research studies, and tailor made radio plans.

Another set of 48 presentations are designed to assist spot radio in handling specific sales problems.

Barborka saw the possibility of a vast increase for radio in the next decade. He noted that although there are 4,000 am and 850 fm stations, their national spot

business attracted only 2% of total advertising, while just 1,763 daily newspapers lured 7% of national advertising.



Clifford J. Barborka Jr.

'Silent sell' for United jets

Near-silence from 27,000 feet up is a feature of United Air Lines (N. W. Ayer) radio spots.

Actual tapes show how quiet the Caravelle plane is in flight.

Eight spots are being heard in New York, Pittsburgh, Cleveland, and Chicago. Twelve more cities will be added by year's end as United service expands.

DERBY FOODS' \$1 MIL. FOR NBC TV MINUTES

Derby Foods (McCann-Erickson) has purchased about \$1 million worth of minutes as participations in International Showtime, the Friday, 7:30-8:30 p.m. circus show on NBC TV.

Plan covers pattern of either one or two minutes a week starting 29 September and running through 27 April, and is for about 40 announcements altogether.

P&G to sponsor '62 Oscars

Procter and Gamble (Grey) will sponsor the Oscar awards on ABC again in 1962.

The awards of the Academy of Motion Picture Arts and Sciences will be sponsored by P&G on both ABC TV and ABC Radio.

Last season the 1961 Oscar awards were carried by a record number of stations on ABC TV: 288.

The awards were also heard on about 200 stations (including Canada) via ABC.

Date for the 1962 awards has not yet been set.

ABC has a five year contract for the Oscar shows. P&G also sponsored the first of the five shows in 1961.

HONEYWELL TESTING AIR CLEANER ADS

Minneapolis-Honeywell (Campbell-Mithun) is ad testing a new electronic air cleaner in Philadelphia, Kansas City, Indianapolis, Chicago, and Cincinnati.

Among various media to be tried are tv spots in Kansas City and minute radio spots in Chicago. Newspapers and magazines are also being utilized.

Leider named CBS TV program sales director

CBS TV has created the new post of director of program sales and has named Gerald J. Leider to fill it.

Leider joined CBS TV a year ago as director of special programs. In his new post he will report to Oscar Katz, network programs v.p., through Michael H. Dann, network programs v.p., New York.

As director of program sales, Leider will bring the program and sales departments closer together.



Gerald J. Leider

Monarch Wine to Del Wood

The Monarch Wine Co., makers of Monarch and Manischewitz wines, has appointed Del Wood Associates as its new agency.

Harold Balk, formerly of GB&B in New York, will handle the account of both wine labels.

The wine products, large users of barter in the past, will not change their strategy under the new agency. A combination of barter and time-buying will be used to "stretch the dollar as far as possible," stated Balk.

Sponsor backstage

COVER FLORIDA'S 2nd LARGEST MARKET* and 29 Counties with 1 station

Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! *WSUN* is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

ADD TO THIS *WSUN*'s GREAT ADULT AUDIENCE (97.2%)* . . . the greatest percentage of adult listeners. This means ADULT BUYERS throughout the entire 24 hour broadcast day!

REACH ALL OF FLORIDA'S 2nd LARGEST MARKET ON THE ADULT STATION!



TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

*1960 Census **Pulse 6/60

Happy anniversary, Jack Paar

Every so often a man who writes a column has to say, "I told you so." I experience this urge approximately once every five years, and this time it coincides nicely with the fifth anniversary of the Jack Paar show, on NBC TV.

Just about five years ago in this column I said:

"NBC—after laying one of the gaudiest eggs in late night television history with a *Tonight* show featuring "America After Dark"—has just come up with real live late night smash hit in the new *Tonight* starring Jack Paar. As pathetic as the Paar predecessor show was, just so charming, relaxed, entertaining and appealing is the new Paar *Tonight*. The show is definitely the surprise smash of the season. But its very existence is threatened by a simple economic fact."

I felt so strongly about the quality of the Paar show that I added my own small voice to the slowly growing tumult to find ways and means to keep the Paar show on the air in the face of some very rugged competition from late movies and in the teeth of the brutal fact that a number of NBC TV affiliates had made such substantial investments in feature film libraries that they were disinclined to carry the Paar show no matter how good it was.

In the same column about five years ago I said:

"On a specific show and situation of this kind is there anything very wrong with the idea of an NBC affiliate having a first refusal on the show—and in the event the affiliate exercised the refusal permitting the show to be carried by another station."

I don't mean to claim, of course, that it was my suggestion that resulted in a number of non-NBC TV affiliates carrying the show but I like to think that my words helped.

A neat little indication of what has transpired since that time is that the NBC TV affiliate in Schenectady, WRGB-TV has just announced that it is "reclaiming" the Jack Paar show. This General Electric Company owned station dropped the Paar show in 1957 and it was picked up and carried by W-TEN, the CBS outlet in the area.

Monologues are funny, pointed

On a sort of anniversary show last night (27 July) Paar opened the show with one of his typically funny, yet pointed monologues. He did a "I Remember" routine in which he said:

"I remember . . .

" . . . Mickey Rooney's salute to Seagrams,

" . . . Jose Melis, the Mitch Miller of Realemon,

" . . . The time I went to Hollywood for an Oscar, and it turned out to be Levant,

(Please turn to page 16)



THE "QUALITY TOUCH" IS REFLECTED IN

PUBLIC SERVICE PROGRAMMING



A quality image is the reflection of many business facets. And, at WFAA-TV there is the constant search for the new, the unusual, the stature-building ingredients which will help to implement that image. An example is the recently initiated and widely acclaimed: "Let Me Speak to the Manager." Answers to viewers' questions are openly and honestly aired during this Sunday evening 30 minute program. And they range all the way from violence on TV to distasteful commercials. Sorry, but it is not available for sponsorship. But WFAA-TV does have many fine avails, and your local PETRYMAN is kept abreast daily. Call him TODAY!

WFAA-TV

channel 8



Represented by  The Original Station Representative



AT "Communications Center" DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

49th and Madison

Sing-along in Canada, too

Relative to your "Sing-along programing is hottest '61 radio trend" article (SPONSOR 24 July), we would like to add our call letters to the list of growing sing-along stations.

Our experiment in this field, although restricted, proved conclusively the salutary effects of sing-along programing in our market located some sixty miles north of Toronto. The big change was made in the noon hour period with three out of four tunes being the singing kind. In other time segments a minimum of two per hour was the format.

The new music policy had been in effect some six months when the first

survey (Bureau of Broadcast Measurement) was taken. The BBM survey reflected a whopping 50% increase in audience. (We are in a market which clearly receives four Toronto stations plus three other outlets within a thirty mile radius).

Until something better comes along we intend to stick with the current music format.

H. J. Snelgrove,
v.p. CKBB
Barrie-Ontario, Canada
* * *

I was delighted to read the Sing-along programing article. However, I would like to ask you to correct the listing of "sing-along" stations on page 29.



WAVE-TV viewers do 28.8% more LAUNDRY

—use 28.8% more soaps, detergents,
bleaches, bluing and starches!



That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in any average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

THE KATZ AGENCY, National Representatives

You showed WMEX as a 'sing-along station in Boston. In point of fact WMEX is a pure "Top 40" format station. In Boston there is only one "sing-along" station: WORL!

I would like to take this opportunity to tell you that our whole staff keeps abreast of industry developments through the pages of SPONSOR.

George Gra
exec. v.p.
WORL
Boston, Ma

Agrees on 'fundamentals'

At this late date I have just read your Commercial Commentary entitled "Return to Fundamentals." All I can say, is that you are so right in every respect. I just can't understand why people in this business—let alone outsiders—fail to understand the elementary principles. Is it because everyone considers himself an expert in broadcasting?

Congratulations on what you said and how well you said it.

Rolland V. Tooke
Westinghouse Broadcasting Co.
exec. v.p.
N.Y.C.

We goofed, wrong rep!

During the last year WRR has risen considerably in ratings and listener acceptance in Dallas. As a result there have been numerous reps who have voiced a desire to represent us.

On page 64 of the 17 July issue of SPONSOR you carried a statement showing that representation of WRR was being taken over by one of those reps. Evidently this was due to over-enthusiasm of the publicity department of that company, as this is not true. We are being represented by the Gill-Perna organization.

Durward J. Tucker
mgr. dir.
WRR
Dallas, Texas

Our pleasure

In your 8 June issue, you carried a picture of Atlanta Police Chief Herbert T. Jenkins, WSB Radio General Manager Frank Gaither, Mayor Hartsfield and Arthur Montgomery in connection with the one-year anniversary of the helicopter traffic service sponsored by WSB and the bottling company.

(Please turn to page 24)

TIE IN WITH WTVT TAMPA-ST. PETERSBURG

Now 29th in
Furniture-
Household
Appliance
Sales*

It pays to tie
in with WTVT the
station that dominates
the Tampa Bay area,
where yearly retail sales of
Furniture and Household
Appliances now total a whopping
\$57,923,000.00

and the additional 21-county area
served by WTVT brings yearly sales to
\$107,779,000.00

SHARE OF AUDIENCE 44.4%

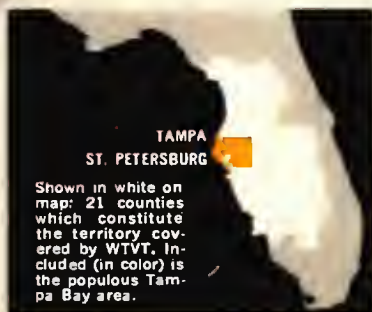
Latest ARB 9:00 A.M.-Midnight

CHECK THE TOP 50 SHOWS!

	ARB		NIelsen
WTVT	37	WTVT	43
Station B	13	Station B	7
Station C	0	Station C	0

A.R.B., Tampa-St. Petersburg Metro Area, June 1961,
4-week summary.

N.S.I., Tampa-St. Petersburg Metro Area, Mar. 1961,
4-week coverage.



* Copyright 1961, Sales Management Survey of Buying Power: further reproduction not licensed.

YES, IT PAYS TO TIE IN WITH **WTVT**

STATION ON THE MOVE IN THE MARKET ON THE MOVE

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO • Oklahoma City Represented by the Katz Agency

HANNE 13



This Fall in Birmingham

19 OF THE TOP 20 SHOWS * WILL BE ON WAPI-TV

THE CREAM OF NBC
AND CBS TV NETWORKS

- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

* ACCORDING TO ARB, MARCH 1961,
THESE SHOWS REACHED MORE
HOMES THAN ANY OTHER.



REPRESENTED BY
HARRINGTON, RIGHTER AND PARSONS, INC.

Sponsor backstage (Continued from page

"... Dorothy Kilgallen, as much as I try not to."

Paar said that he had been variously described as:

"A bull in his own china shop,

"A Methodist minister after four martinis,

"A guy who comes out on the stage and does nothing, and gets other people to come out on the stage to do nothing with him."

I remember that Paar has delivered over these last four years some of the funniest, some of the most exciting and some of the most showmanly performances I have witnessed in a lifetime as an observer of entertainment. True, some of the most showmanly performances were off camera; such as his almost historic and slightly hysterical walkout over the Water Closet incident.

Paar's neck way out over Fidel

I remember that on at least two occasions he stuck his neck out primarily in the interests of humanitarianism, and in a manner which represented quite a gamble for a popular performer. The two occasions, oddly enough, involved Fidel Castro. The first was Paar's attempt, right after Castro deposed Batista and came into power, to help in his (Paar's) own way to stimulate United States-Cuban friendship. This boomeranged when Fidel went Red, but it is a mark of Paar's basic sincerity and the esteem in which his friends hold him that it hurt him not one whit.

The second of these occasions, of course, was when Paar decided to give the Tractors-For-Freedom Committee an important hand in trying to raise the millions needed to purchase the tractors with which we were trying to buy back the freedom of prisoners taken in the abortive Cuban revolution. Fidel himself, and the tract situation specifically were never unqualifiedly popular causes here in America. And it is a tribute to Jack's urge to be a good man as well as to his guts and his tremendous popularity as a television personality that he undertook projects of this kind, and survived them in the manner he did.

Introduced many new tv personalities

I remember that he introduced a set of people to television who I, and several million others have enjoyed. These would include Peggy Cass, Selma Diamond, Hugh Downs, Alex King, Jack Douglas, to name just a few of the talkers. And I remember that he helped immeasurably to establish such solid performers as Shelly Bernama, Joey Bishop, Carole Burnett, Bob Newhart, Mike Nichols and Elaine May, and Phil Ford and Mimi Hines.

I remember that he blazed the trail for Dick Gregory and Nip Russell in an area where trail blazing was long overdue.

And all the while I remember—and so do literally scores, if not hundreds, of advertising agencies and advertisers—that Mr. Paar has done one of the most spectacular selling jobs ever perpetrated on television (not excepting Arthur Godfrey), and has perpetrated it in a manner not only palatable, but vastly pleasurable.

I salute Jack Paar on his Fifth Anniversary, and I'm very happy to have been one of those who said, "I told you so."



♦ ♦ Four ratings in a row tell the same story — in Milwaukee, Channel 6 is first choice with viewers during prime time . . . and it's growing! Shares, seven nights a week, 6:30 to 10:00 pm:

39.3—ARB, May '61 ♦ 35.8—Nielsen, May '61
40.2—ARB, June '61 ♦ 36.0—Nielsen, June '61

Represented by Storer Television Sales, Inc.

witi-tv
Milwaukee

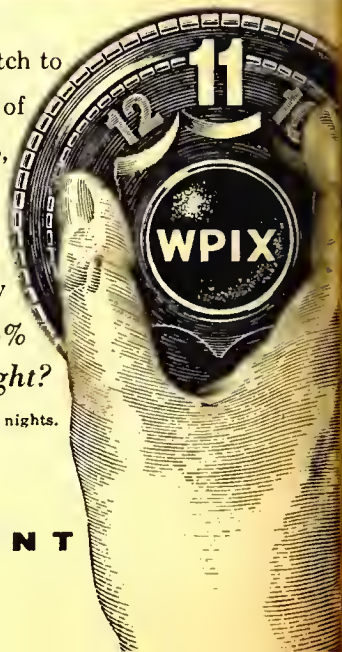




expos

The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?*

*During every month of this year ARB reports WPIX-11 has the largest share of audience among the independents, 6 PM to Midnight, seven nights.



NEW YORK'S PRESTIGE INDEPENDENT

SPONSOR-SCOPE

21 AUGUST 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

J. Walter Thompson is in process of preparing a white paper of its own that it will be springing on the tv networks one of these days.

It has to do with a deep-seated gripe: the fact that advertisers who hold off their buying until the late summer become the beneficiaries of deals that are embarrassing to agencies who make a habit of urging their clients to commit themselves in early spring for the fall.

The protest will make this point: if it is the policy of the networks to grant lower rates and bonuses to late buyers JWT will recommend to its clients that they withhold their fall shopping until the bargain signs go up.

Another point that will be noted: The practice of late summer deals, which include tossing in daytime minutes gratis, can only serve to lower the status of the early buying agency in the eyes of the client.

It will underscore the procedure of late buyers coming to the networks stating they have so much money to spend and asking each in turn, "what is it worth to you?"

The paper will come documented with examples. It will grant that in the open marketplace leftovers are subject to reduced prices, but this should not apply to media because a published rate is "the" rate and is not subject to whim or manipulation.

The Ford Division (JWT) will support its unveiling of the 1962 line (1 October) with a huge chunk of factory money for radio, shared between spot and network.

The campaign, of saturation dimensions, will be for four weeks, and will be entirely separate from the Ford dealer radio buys. Factory spot will be confined mostly to the top 50-60 markets.

Note: It is quite likely that Ford, sponsoring an alternate half-hour of Wagon Train and a weekly half-hour of Hazel plus \$2.8-million worth of National Football League games, will be in the market after 1 January for more network tv.

The outpouring of new spot tv business—at least, in New York—shows no signs of abating the past week; in fact, it's turning out to be the most active August for the reps in several years.

Among the accounts asking for avails or placing orders: Sal Hepatica (Y&R), daytime, early and late minutes, 13 weeks, starting 4 September; Van Heusen (Grey), two flights comprising 20 weeks, three minutes a week, starting 2 October; Vick (Morse International), day and night minutes, 13 weeks; Breck Shampoo (Reach McClinton), three day minutes a week for seven weeks up to 13 October; Smith Bros. coughdrops (Kastor, HCC&A), kid show participations in two flights; Imperial margarine (FC&B), fringe minutes, 14 weeks; Instant Sanka (Y&R), prime 20s; Nabisco (K&E), day minutes; Decaf (McCann-Erickson), day and late night minutes; American Sugar (Bates), minutes and chain-breaks; Lever's Mrs. Butterworth Syrup (JWT), daytime minutes.

Air media can look for a mass of extra dollars from Campbell Soup during the next six months or so in connection with a new product: dry soups which will carry the brand name of Red Kettle.

The campaign, putting Campbell in stiff competition with Lipton, will come out of Leo Burnett. Red Kettle will be pushed on a market-by-market basis.

A big tom-tom theme: it comes in an aluminum can which can be opened with the simple pull of a metal tab at the top of the can.

An analysis of the roster of advertisers that have been on the national spot buying front the past three weeks discloses three interesting aspects.

These are:

- The demand for fringe and late night minutes is as intense as ever.
- Food products dominate the buying as much as 65-70%.
- The duration of the schedules are on an expansion trend, many of them running an where from 13 to 26 weeks, and some even plotted for 40 weeks.

A somewhat less encouraging note: the sparsity of products unfamiliar to spot t

Supp-Hose (Mojud) is not only continuing to ride a good thing, tv, for the fourth consecutive year but is pouring more money into the medium.

Come October the supporting nylon hose, which tv took out of obscurity and skyrocketed into a solid position in the softgoods field, will again use a seven-week flight but this time in over 50 markets and repeat the procedure in the spring. It will also continue on the same route with Jack Paar. (Daniel & Charles is the agency.)

Burlington Mills also turned out a support hose, but the only air media pressure some radio here and there via Donahue & Coe.

Mobil Oil is apparently so smitten with the copy story conceived by its new agency, Bates, that it's more than doubled the budget originally allocated for tv.

Bates set out to buy the best proposition—limited to 75% coverage of the U.S.—offered by one of the networks for \$1.6 million, but it wound up buying the plans submitted by both ABC TV and CBS TV at a cost of \$3.2 million. This is just for the last quarter.

Until this participations blitz Mobil has been strictly a spot tv customer.

As yet the spot tv activity out of Chicago hasn't kept pace with the New York market, but the major reps are confident that Chicago billings for the fall will run well ahead of last year.

One of the top three rep firms estimates that the plus margin will come out between 15-20%.

Tv reps have stopped spinning around with that request from Norman, Crai & Kummel for half-hours that could be used for scheduling of a syndicated series (Shannon).

Some of them had checked with Colgate, supposedly the interested party in the half-hour proposal, and found out that Colgate's policy is not to make long-term commitment as regards spot.

Here's an updating of what the one-hour rates are for a full nighttime lineup on the tv networks.

The figures quoted by the respective networks to SPONSOR-SCOPE last week.

NETWORK	NO. STATIONS	ONE TIME	MINIMUM DISCOUNT	MAXIMUM DISCOUNT
ABC TV	185*	\$130,000	\$110,500	\$ 97,500
CBS TV	198	136,800	116,300	102,500
NBC TV	191	135,100	114,700	101,400

*Includes number of stations shared with other networks.

Note: the average nighttime hookup runs closer to 150 stations (paid for), and one-time rule of thumb on CBS TV and NBC would be close to \$125,000. A half hour would bring this to \$75,000 and a minute participation, if not sold as a package \$20,000.

It may have been due to the fact there were a lot less, but the strictly entertainment specials during the 1960-61 season delivered a much bigger average audience than the batch exposed the previous season.

From September 1959 through April 1960 there were a total of 95 sponsored entertainment specials of various lengths and the average home audience came out at 8,715,600.

SPONSOR-SCOPE asked Nielsen for a wrap-up of averages covering the September 1960 through April 1961 stretch and the chart turned out this way:

DURATION	NO. PROGRAMS	NIELSEN %	AVG. AUDIENCE HOMES
60 minutes	42	19.0	8,911,000
90 minutes	12	20.3	9,520,000
120 minutes	3	26.6	12,475,000
Total & averages	57	19.7	9,239,300

Excepting DuPont, the chemicals will rate as merely toe-dippers on nighttime network tv when the fall season breaks.

Union Carbide will for a spate of weeks have five minutes a week to sell its line of antifreezes and batteries, while Dow and Chemstrand will sponsor but a minute a week each.

DuPont is standing pat with its 30 hours of Show of the Week on NBC TV.

Put the cigarette-making pack down as just a lagging second to the drug and toiletries field in the amount of commercial minutes committed for by each on nighttime network tv this fall: drug-toiletries is ahead by at least 29 minutes.

In fact, the proprietaries and the beauty aids stack up, by far, as nighttime tv's biggest customers—running even more ahead of the sellers of food products.

Here's how the drug-toiletries clan has its weekly nighttime participations set up for, at least, the final 1961 quarter:

ADVERTISER	NO. SHOWS	NO. WKLY.	
		COMMERCIAL MINUTES	ESTIMATED COST
American Home-Whitehall	12	15½	\$450,000
Lever Bros.	4	6	240,000
Miles Laboratories	5	7½	230,000
P&G	4	6	230,000
Bristol-Myers	5	6	220,000
Warner-Lambert	6	6½	210,000
Alberto-Culver	4	5	170,000
Colgate	2	4	150,000
Block	5	5	150,000
J. B. Williams	2	4	140,000
Sterling	4	4½	140,000
Vick	2	4	140,000
Revlon	2	3	120,000
Max Factor	3	3	90,000
Beecham	3	3	90,000
Helene Curtis	3	3	90,000
Noxzema	3	3	90,000
Carter	3	3	80,000
Toni	1	1½	60,000
Maybelline	2	2	60,000
Leeming, Lanolin, J&J	3	3½	110,000
Totals	78	99	\$3,260,000

(See 14 August SPONSOR-SCOPE for cigarette lineup; 28 August, for foods.)

P&G may have its product missouts, but they're certainly not in the food field. Duncan Hines single layer (Gardner) has taken over the leadership in that field well as in the dual layer (Compton) area.

Both make a pretty classic example for spot tv to crow about, because each rode the medium intensely and consistently on the way to the top.

Esty, radio's No. 1 stronghold, broke the bad news to radio reps last week there'll be no spot radio this season for Leeming.

For the past two years Leeming has been running 26-week schedules in behalf Paquin and Ben-Gay.

Where has the money gone? To network tv, where Leeming now even has a week nighttime participation.

The brewing industry may have plenty of surplus money to apply to advertising for the rest of the year as a result of the appreciable hike in barrelage that got from the sustained high heat and humidity in July.

Accountmen with beer accounts figure that, providing August weather stays on season, the increased barrel output for the third quarter may run as high as 4% over last year, which likewise was a healthy one for the suds makers.

Lever's Henry Schachte has moved on to international perspective, but he still be interested to know that a trend he reported earlier in the year has sharp reversed direction.

If the first half of the year is to serve as a barometer, the average viewing homes per minute at night was higher when compared not only to 1960 but to 1959, the peak tv attendance year.

The figures on that score are from Nielsen and are as follows:

PERIOD	AVG. NIELSEN %	AVG. AUDIENCE HOMES
January-June 1961	18.0	8,442,000
January-June 1960	17.2	7,774,000
January-June 1959	18.9	8,316,000

There was also action in the National Spot Buying marts last week for radio. The biggest hunk of money came from Hills Bros. (Ayer). It's going into 200 marks 18 September for an initial flight of four weeks, using 20 to 100 spots a week in trade and other daytime for the blitz.

The Hills Bros. radio budget is coming in no small portion from network tv which the victualer is quitting, at least for the 1961-62 season.

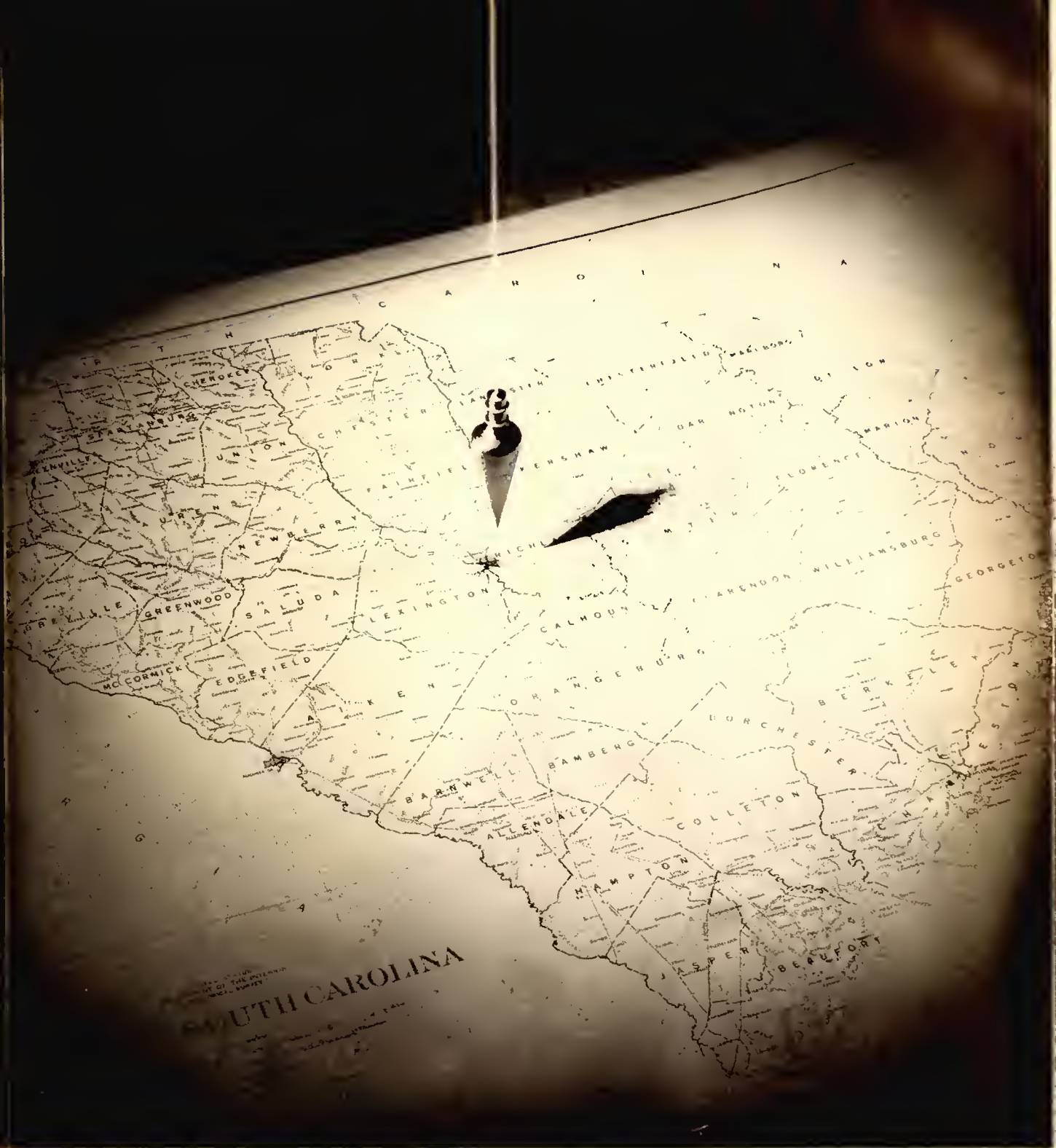
Other radio buys: Blue Bonnet margarine (Bates), Dennison's Chili (Y&R, N.Y.).

With all the buying action that's been going on the past three weeks, the fact won't be all beer and skittles for the tv networks.

Their continuing problem area: daytime, which constitutes that last 20% and where a goodly share of the velvet is figured.

It's no small fly in the networks' optimism regarding the last 1961 quarter, which they anticipate will be as big as the one in 1960. A broad pickup in daytime would assure neat plus margin not only for the final quarter but the first quarter of 1962.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor-Week Wrap-Up, page 68; Washington Week page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 78; and Film-Scope, page 56.



PLUM: Almost as precisely as with a builder's plumb bob, Columbia is centered geographically in South Carolina. Hub of the state, it's the center to which all eyes (like all roads) turn. And people! Total of 257,961 in the 1960 Census, making it the state's largest metropolitan area, and second only to Charlotte in *both* Carolinas, and still building. □ Add WIS-television, with its 78.7% share of the home market audience, according to Nielsen . . . add WIS-television's central 1526-foot tower that delivers (in this strategic central location) more of the state than any other station can reach . . . and you come out with a real PLUM of a buy. □ South Carolina's major selling force is

WIStelevision NBC/ABC—Columbia, South Carolina
 Charles A. Batson, *Managing Director*



A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**
 G. Richard Shafto, *Executive Vice President*

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

(Continued from page 14)

We wonder if you would be kind enough to furnish us this picture for use in The Coca-Cola Bottler.

William H. Boring, Jr.
editor
Coca-Cola Bottler
Atlanta, Ga.

● SPONSOR gets frequent requests for permission to reprint its copyrighted material. We are generally happy to comply subject to written request and specified use.

The ratings 'problem'

This is about your editorial of 24

July on the KQBY incident. You caution readers against letting such incidents "lead to over-emotional thinking" about the rating "problem," then you proceed to emotional thinking of your own.

While Sherry Gordon is not the first broadcaster, nor will he be the last to blame his problems on rating services, I think editorial writers owe the industry a greater sense of responsibility. First of all, what is the rating problem? Mr. Gordon says the rating services didn't measure all the people who were listen-

ing. SPONSOR says the problem is "infatuation with ratings." Whose infatuation? Hoopers? Nielsen's Pulse's? Certainly we're "infatuated with ratings. We've each earned acceptance in the industry by providing data concerning which the Harri report said: "We do feel that the ratings are sufficiently accurate, that their defects are sufficiently known, and the willingness of the rating services to provide information of quality sufficiently clear, at least when specific questions are asked, for the users to have the main responsibility for decisions made on the basis of the ratings." When new kinds of data are needed, and there is enough support for them, we provide it. Do you mean radio stations' infatuation? Why not say so! Do you mean the inclination of many broadcasters to pursue large masses of listeners and the inclination of most advertisers to underwrite that pursuit? What most disappointing to me about your editorial writer's effort is the term "better standard." Qualitative measurement is here, now. We are doing more and more of it every day. In fact, in Mr. Gordon's own city of San Francisco, in June, 1959, we conducted a study on the upper one-third income level of the population authorized by another good music station. We also did a study of share of audience by occupation of household head. Similar research has always been available to Mr. Gordon. If he had authorized same, I daresay we could have discovered some interesting things about the audience of KQBY—perhaps to Mr. Gordon's liking, perhaps not. Perhaps it would have made a difference to time-buyers, perhaps not. If it would have—perhaps then broadcasters who did not show up so well qualitatively could blame their demise on rating services, and clamor for more quantitative data, which would be just as available then—as ample qualitative data is today. Please, let's have clear thinking and clearer editing on the subject of ratings.

Dr. Sydney Roslow
Director
Pulse
N.Y.C.

● We are always happy to hear from our respected friend Dr. Roslow but we believe he has misread our editorial. SPONSOR has said for years that it deplored "rating madness"—the over-infatuation by advertisers and agencies with mere quantitative numbers. But we do not question the honesty or accuracy of the rating services themselves.

VISION... INTEGRITY

Woodrow Wilson, twenty-eighth president of the United States, was born in Staunton, Virginia in 1856. A stimulating teacher and capable administrator, Wilson was essentially a man of immense vision and intellect. His never relinquished dream of a League of Nations, which would prevent future conflicts, lives on as a challenge to us today.

We at the Shenandoah Life Stations accept the challenge with all Broadcasters of integrity to keep ever before us the vision of better programs, finer service and increasing prestige for our industry.

WSLS - TV
ROANOKE, VIRGINIA
AM 61 · FM 99.1

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC..



"THERE IS NO SUBSTITUTE FOR INTEGRITY"

Here's the big three from
ABC FILMS—each avail-
able for local stations for
the first time. Turn the
page and take a good look
at three big ways you
can build more audi-
ence, more sales with
ABC FILMS
INC.





the life and legend of **WYATT EARP**

78 EPISODES*
OF TV'S HOTTEST
ACTION-ADVENTURE
SERIES
AVAILABLE NOW
IN SYNDICATION!

*Up to 226 episodes available in some markets.
Check your ABC Films representative.

"WYATT EARP" after a six year
network run with an outstanding
37.6% share of audience.

"WYATT EARP" on network
this season is reaching more than
13,000,000 homes each week—with
an average rating of better than 20.0.

"WYATT EARP" is great every-
where—pulling powerful ratings in
market after market...big and small...
north and south...east and west! Now
is the time to get with the biggest
syndicated buy of them all...The Life
and Legend of Wyatt Earp. For com-
plete information, call or write.



ABC FILMS, INC.

1501 Broadway—LA 4-5050 New York 36.

NOW LOCAL STATIONS CAN GO 'ONE STEP BEYOND'

John Newland hosts 94 episodes representing the most exciting dramas in or out of this world. Top names star in the incredible, true life dramatic experiences beyond man's ken. It's



another fascinating, first-run off network, first quality series from ABC Films. Every episode a chilling, supernatural spectacular, to help you achieve supernatural sponsor and rating success this Fall. On the network — as “*Alcoa Presents*” — this superbly produced series gained top local ratings, all across the country. *And the largest segment of this audience was the family “buyer”—the adult female.* That's why these half hours are geared to take you that one step beyond the reach of all local competition. Use the phone, telegraph, mail or mental telepathy—but do it at once—contact your sales representative from ABC Films, Inc.



ABC FILMS, INC.

1501 BROADWAY,

NEW YORK 36, NEW YORK LA 4-5050



NOW AVAILABLE FOR LOCAL STATIONS 170 POST '50 CARTOONS 'CASPER' THE FRIENDLY GHOST & COMPANY'

(Co-starring HERMAN & KATNIP, BABY HUEY the
Baby Giant, LITTLE AUDREY, BUZZY the CROW)

Here's the cartoon package that's
got everything:

Top production value because they were
produced by Paramount for theatrical
consumption — each at the cost of over
\$50,000. And they're available in
color or black and white

up to date story line and look because
they're post 1950. Longer program life
because they run 6 to 8 minutes each
— 20% longer than the "made for TV only"
product. They're a complete package
with *timed openings, closings and bridges*
for better station programming.

More kid appeal because they're fully
animated with complete and original
scoring effects.

Top track record because they outrated
everything in sight — pulled an astonishing
55% share of audience against
network competition.

Pre-sold popularity because these
are the most highly merchandised
cartoons in TV today.

That's right, Casper The Friendly Ghost
and Company gives you everything —

everything you need to program a brand-new,
top-rated kid's strip or to add tremendous
new rating power to an existing show.

These are going to go and they're
going to go fast. Do it now — phone or wire



ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36. LA 4-5050



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there is nothing harder to stop than a trend

Consistent with its consistent summer rating pattern, ABC-TV walked off again this week with the largest share of audience—where such share means most: in places where people have a 3-way choice in network programming.* In doing so, ABC topped Nets Y and

Z with 4 shows in the top 10: 77 *Sunset Strip*, *SurfSe* 6, *Adventures in Paradise*, *My Three Sons*.

We should also like to point out in reporting this that we have successfully resisted referring to this success as the bald facts, as given by Nielsen.

ABC Television

*Source: Nielsen 24-Market TV Reports. Average Audience, week ending Aug. 6, 1961; 7:30-11:00 P.M., Monday through Saturday; 6:30-11:00 P.M., Sunday.



"I Say, Mr. Minow cannot have it both ways—brilliant, articulate and sincere person that he is. He cannot free us from our own imperfect tastes by binding us to his imperfect tastes without denying the principle of freedom on which this country was built."

W. THEODORE PIERSON

(left) Chairman Minow at the recent Northwestern University Conference

CENSORSHIP

A SMOKE SCREEN OR A REAL DANGER?

Shortly after 15 September a group of radio broadcasters representing the NAB and members of the Federal Communications Commission will sit down for informal talks in what has been called Round III of the Great Programming Crisis. Round I was FCC Chairman Newton N. Minow's "Wasteland" speech before the NAB last spring; Round II, the recent Conference on Freedom and Responsibility in Broadcasting, held at Northwestern University School of Law in Chicago.)

Ostensibly, the purpose of the September conference, suggested by NAB President LeRoy Collins will be to discuss the FCC's proposed new program information forms, and to try to devise means of sitting down on what Collins calls an "intolerable

burden of paper work" which will be placed on stations applying for license renewals.

Actually, however, the issues implicit in the September meeting will go far deeper than mere paperwork.

In the opinion of a growing number of increasingly vocal broadcasters they will involve the ugly specter of government censorship of the broadcast media, and eventual government takeover.

Are these censorship fears justified? Or is such talk merely a smokescreen for delinquent station operators who want to escape any kind of government regulation or penalties?

SPONSOR editors, after reviewing carefully the developments of recent months, believe that intelli-

gent answers to these questions can come only from an analysis of 1) the statements and actions of FCC Chairman Minow, 2) the position of NAB President Collins, and 3) the quality and depth of the gathering opposition to the Minow-Collins philosophy.

1. *Chairman Minow's statements.* FCC Chairman Minow has said "I am unalterably opposed to governmental censorship" (9 May 1961) and "I believe the Commission clearly does not censor anything." (3 August 1961).

He has on the other hand clearly indicated his disapproval of the "Vast Wasteland" of tv programing, has told broadcasters that they must "do a better job" of serving the public interest, and has instituted procedures and practices which, by his own admission, will make the FCC more concerned with individual station programing than in the past ("license renewals will not be pro forma in the future.")

To support his position he has, particularly at the Northwestern Conference, cited legal precedents and

rulings which in his opinion justify the FCC proposed role in radio/tv programing.

He has also argued that the FCC does not censor because it never acts to *prevent* the broadcast of material, but only reviews what has been on the air. The soundness of this line of argument was challenged at Northwestern by Professor Louis L. Jaffee of Harvard Law School who doubted whether censorship could be defined as merely "prior restraint."

Finally, in what an official FCC press release calls "turning the censorship charge against his own critics, Mr. Minow has accused broadcasting of suffering from its own forms of censorship—"rating censorship" and "dollar censorship."

Some industry observers have likened this kind of reasoning to saying "We at the FCC don't censor and besides you censor worse than we do."

2. *Governor Collins' position.* NAB president Governor LeRoy Collins, like Minow has declared himself firmly in favor of freedom. "At

the first sign of governmental abridgment of broadcasting's constitutional rights I am prepared to carry the fight not only to the FCC and the Congress but to every home in America beginning with the one on Pennsylvania Avenue."

Governor Collins, however, does not believe that present or future FCC actions will "deal death blows to freedom," and has stated his conviction that the Commission has "proper and lawful concern with programing."

Collins' main, and seemingly only concern with FCC activities is that they will involve "mountains of paperwork" for "small stations which cannot afford to increase their staffs."

Otherwise, except for disagreement with Minow that "the road to better programing in broadcasting lies through additional stations on the air and additional competition," Governor Collins seems to hold views of government involvement in programing almost identical with those of the FCC Chairman.

Significant Quotes From Many Different Sources Reflect

NEWTON N. MINOW Chairman, FCC "The Commission clearly does not censor anything. We are only concerned after the broadcast, not before. We never view a program in advance of broadcast and prevent it being seen by the public."

LOUIS L. JAFFEE Professor, Harvard Law School "I am not impressed with the premise that the FCC is doing no more than enforce premises made by the licensees in their applications. This seems to me a bootstrap argument."

LEROY COLLINS President, NAB "I can find no legal objection to the FCC requesting information from licensees regarding programing. Some assert that the FCC has no proper or lawful concern with programing . . . I disagree with this."

In fact a close study of the speeches of the two men discloses such striking similarities in tone and feeling, particularly in their appeals for "more responsibility" in broadcasting, that some hyper-suspicious broadcasters have accused Collins of conspiring with Minow in a vast administration plot."

3. *Opposition to the Minow-Collins philosophy.* Despite a great deal of industry bitterness over Minow statements and actions, and much inside-the-family criticism of Collins by certain NAB members, vigorous, and intelligent opposition to the principles of the Minow-Collins philosophy has crystallized very slowly.

Early objections to the statements of the FCC Chairman and the actions (or lack of action) of the NAB head tended to sound like merely selfish, reactionary attempts to justify the status quo, and were promptly branded as such. (Governor Collins called them "draping the honorable flags of free speech and free enterprise around the shaky shoulders of those who abuse liberties in their own

selfish interests.")

Recently, however, criticism of the Minow-Collins viewpoint has been gaining in maturity and vigor, and an examination of the arguments advanced against the FCC program reveal both statnre and intelligence.

Veteran broadcaster, Rex Howell, owner KREX, Grand Junction, Colorado, voiced the unspoken fears of many in the industry when he accused Minow of "Failing to differentiate between the rightful expression of his personal tastes and what has become generally regarded as the expression of an official position of the FCC."

Howell noted that Minow had made references to "specific program types of which disapproves" and pointed out that "evaluating the overall service of a licensee and expressing personal opinions are two entirely different things."

John W. Gnider, president WMTM-TV, Poland Spring, in a speech which was later put into the Congressional record by Senator Styles Bridges (Rep.-N. H.) attacked

other points in the Minow philosophy.

According to Gnider, Minow had indicated in an article in *Life Magazine* that he did not believe that restricting one form of programing in favor of another is censorship. Said Gnider "It is the very essence of censorship. It is censorship when Big Brother in Washington decides what you shall see and hear regardless of your personal preferences."

Guider also ripped into the FCC for what he "Censorship by fear of subsequent punishment." He said that "Time and time again during the past few weeks we have heard plainly voiced threats that station licenses may not be renewed unless stations conform to current Washington thinking."

Perhaps the most comprehensive rebuttal yet voiced to the Minow position, however, was delivered three weeks ago in Chicago by W. Theodore Pierson, senior partner, Pierson, Ball & Dowd, Washington, an attorney with 23 years of experience in broadcast law.

(Please turn to page 52)

Bitterness of the Growing Battle Over Broadcast Censorship

W. THEODORE PIERSON Attorney, Washington, D. C. "I submit that the area of Commission consideration of overall programing is but a vast wasteland of withered liberties that should not be preferred to the vast wasteland Mr. Minow found."

ROSCOE DRUMMOND Syndicated Newspaper Columnist "It is not censorship for the FCC to insist that every tv station fulfil its commitments . . . or, within reason, enlarge its public service programing in education, news, discussion."

JOHN W. GUIDER President WMTW-TV "Don't be misled by people who deny the intent to censor . . . it is censorship when Big Brother in Washington decides what you shall see and hear regardless of your personal preferences . . ."

AIR MEDIA ARE SPEARHEAD AS AMERICAN OIL GOES NATIONAL

➤ One of the most complex media operations in recent years (550 stations) rests on a solid spot radio base

➤ D'Arcy is buying up to 250,000 spots a month as Utah and Standard (Ind.) come under American banner

An outstanding example of the combustion in gasoline marketing is the recent conversion of the American Oil Co.'s regional affiliates into a national marketing operation under one banner.

In the process of doing so, American shouldered, via D'Arcy, one of the most intricate media operations of the ad business in recent years. Of barrage-like proportions (250,000

radio/tv spots were aired in one month alone), the campaign to educate consumers rested on a solid radio base, although tv and print also played major roles. (See also, "Oilmen shift media gears." SPONSOR, 14 August 1961.)

More than 550 radio and tv stations are enlightening the consumer on the big step and scores of commercials, each one adapted to American's regional requirements, are ser-

enading the petroleum firm's far-flung markets. One unusual aspect of the campaign is the use of an elaborate two-minute tv commercial in color which D'Arcy managed to place practically every targeted station (at a satisfactory price).

The complexity of the campaign has been heightened in recent weeks as the agency finished off its static renewals and evaluations following Stage One of its ad operation.

Last December, Standard Oil (Indiana) combined its operating assets with those of wholly owned affiliates—American Oil Co. and Utah Oil Refining Co. American Oil became the national product marketing, manufacturing, distribution, and research operating company, responsible for day-to-day operations formerly conducted by Standard Oil in 11 midwestern states; American Oil in the East and South, and by Utah Oil in the Northwest.

Headquarters for American Oil was established in Chicago, where Standard Oil (which became a parent company) is located.

A large, comprehensive advertising campaign, designed to educate motorists to the move's national significance, was geared by American and its agency, D'Arcy, Chicago, for a 23 May kick-off. Although D'Arcy and its client decline to discuss budgetary details other than terming it "multi-million" and the "largest in company history," SPONSOR estimates that spot radio and tv are getting between 60-70% of the total.

Coordinated under a main theme "The Big Step"—symbolized by a smiling giant in the uniform of an American Oil dealer taking a giant stride across the U. S. map—all media are being used. In addition to broadcast, three national magazines, 800 dailies, 1,200 weeklies (with color when possible) and outdoor launched American's "Big Step



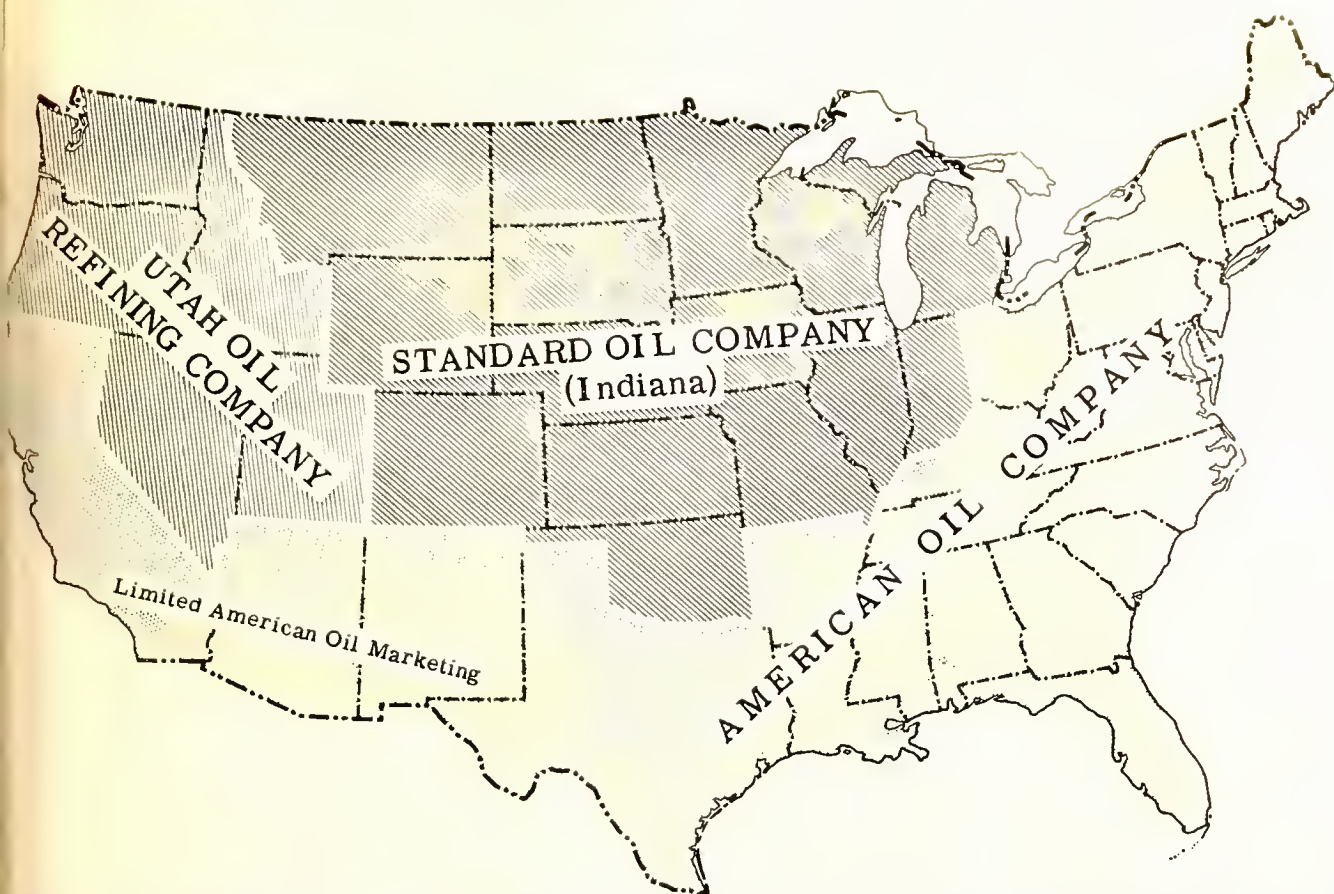
Russ Young



Robert B. Irons

KEY ADMEN IN AMERICAN OIL CHANGE

The biggest ad campaign in American Oil's history, under the over-all direction of ad manager Robert B. Irons, was kicked off last May as American went national. Aside from the volume of the station buys, American's agency, D'Arcy, had to contend with the problem of making four different versions of each commercial to fit the regional requirements. The organization of all commercial production is under Russ Young, who is the chief of the agency's radio/tv department



AMERICAN OIL has become the national marketer for Standard of Indiana (Midwest), American Oil (East and South), Utah Oil (Northwest)

campaign on 23 May.

D'Arcy began maneuvering the complexities of media buying early in the year. Although D'Arcy has been the agency for Standard (Indiana) since 1954 (when the account shifted from McCann-Erickson—the same year that Coca Cola left D'Arcy for McCann) it was awarded the entire American Oil national package in January, 1961. (Joseph Katz, New York, formerly handled American Oil, and Gilham Advertising, Salt Lake City, handled Utah Oil.)

According to William R. Barker, D'Arcy media director, the campaign's base in broadcast activity was not radio. But in both radio and tv, schedules and media varied from market to market, depending on distribution and budgets. In the midwest, for instance, where Standard maintains a major share of market, extensive television vehicles were already established—most of them news, weather, and sport programs. These were retained for the changeover-to-American campaign. In areas such as the West, where Utah had a relatively small share of market, radio

was the chief broadcast medium, with light tv supplementation.

American's extensive broadcast list includes, for television, 133 markets and 210 tv stations; for radio, 258 markets and 342 stations. D'Arcy has a very strong radio philosophy, according to Barker. "For economy and tonnage it can't be beat," he says, "particularly for a gasoline account, where car radio is so close to point of purchase."

In both radio and tv, high saturation is the keynote for American, with emphasis in radio during heavy

traffic times. The radio/tv buys were intricate, according to Chicago reps, because each individual spot was checked and rechecked for such factors as reach, frequency, number of males reached, number of homes, c-p-m, etc. (As is the case with most gasoline advertisers, a male audience is the prime target.)

Five D'Arcy timebuyers work on the American Oil account. On the client side a media supervisor works closely with buyers on individual spot designations.

(Please turn to page 66)

UNIQUE aspect of tv part of American Oil's campaign is two-minute commercial spectacular. Baritone Bill Lee, chorus of 26 were used. Only five tv stations could not place commercial



225 SPOT PLANS (CONTINUED)

➤ Second half of Bolling Co.'s study of 225 fall spot broadcast campaign show budget and market strategy of clients buying out of Chicago, Detroit, and other

Highlights of fall radio & tv campaigns of 72 broadcast client

ATLANTA

B. C. REMEDY CO.: Will employ peak housewife times for radio; fringe time for tv, concentrating on news & sports; 52 weeks.

COLONIAL STORES: Plans include 130 markets using all time lengths for 52 wks. with same budget as 1960. Tv prime time; radio peak housewife.

PET MILK: Using prime I.D.'s only, will run tv in flights through Feb. 1962. Budget and markets have been increased over fall 1960.

PHARMACO: Uses Negro radio only. Account plans greater spending in about 150 markets using early eve. & Sun. mins. & programs.

S.S.S. TONIC: Some tv money shifted to radio. Radio markets will be upped to 250; tv dropping to 30. Mins. only. Radio early morning.

TEXIZE CHEMICALS: About 50 tv markets starting 1 Sept. for 13 wks. Some tv money switched to radio. Emphasis on daytime & fringe.

BOSTON

KEYSTONE CAMERA CO.: Tv market list up to 50 for fall. Will start Oct. for 8 weeks using various spot lengths.

LESTOIL: Will parallel its past spot tv activity in both market list and budget using saturation, several stations per market.

PARKER BROS.: An all spot radio campaign with spending equal to 1960 has been planned for Oct. start, 8-10 wks., 46 markets.

SNOW CANNING: More radio & tv markets added to Jan. 1962 campaign making total 62 markets. Daytime for both for 13-26 wks.

CHICAGO

AMERICAN DAIRY ASSN.: Account will spend same for fall tv drive as last year. Plans call for I.D.'s in prime and fringe nighttime.

ARMOUR'S SOAPS: Tv test schedule upped from 4 to 7 markets using mins. & 20's in peak women viewing time. Budget stays same.

CHATTANOOGA MEDICINE: 1 Sept. kick-off for all Negro radio account in 75 mkts. with budget equal to 1960. Day mins. sought.

FLORISTS TELEGRAPH DELIVERY: 300-400 radio mkts. selected for holiday activity. Account looking for maximum adult aud. using mins.

HELENE CURTIS INDUSTRIES: Increases scheduled for Tender Tour. Tv drive running in 3 wk. flights. Account wants mins. after 6 p.m.

HOUSEHOLD FINANCE: Account will boost '61 spending for fall tv need arises locally. Plans include mins., 20's & night programs.

HUMBLE OIL REFINING: Account will again use 13 tv markets for 52 wks. for Esso. All evening program sponsorship. No spots.

INTERNATIONAL HARVESTER: Scheduled 130 radio markets with 2 1/4 budget jump. Mins., 20's & programs desirable during farm times.

KELLOGG CO.: Year-round tv schedules will continue into 1962 using same budget. Early evening programs still prime source of revenue.

KRAFT FOODS: Starting 15 Sept. for 3 wks., will schedule mins., 30's & 20's in housewife & drive times in top 20 markets. No spot

OSCAR MAYER: Again use 15 tv mkts. with same budget for 1 Oct. kickoff, 52 wk. run. Daytime prime and fringe nighttime mins. & 20's.

PHILIP MORRIS: No definite decision for fall. May possibly increase number of tv mkts. using night mins., 20's and sports shows.

PABST BREWING: 4-wk. radio drive in 275 mkts. for Blatz. General budget hikes in 65 tv mkts. starting 1 Sept. for Pabst brand.

PARKER PENS: New account to Burnett. Anticipate mins. & 20's afternoon & night fringe for fall tv schedule.

Spot radio will likely gain more than other air media from Detroit's major auto accounts, according to the Bolling Co.'s study of the market and budget strategy of the nation's leading spot tv and radio advertisers. The report, which covers

some 225 clients, buying out of 14 major U.S. cities, reveals that about half of these companies plan to increase their broadcast spending and/or market coverage during fourth quarter '61-first quarter '62.

Client buys were reported on from

Atlanta, Boston, Chicago, Denver, Detroit, Dallas, Kansas City, Los Angeles, Minneapolis, Philadelphia, St. Louis & San Francisco. Also mentioned in the report is the outlook in Memphis and a discussion of overall Detroit possibilities.

in cities from Boston to Los Angeles, as compiled by Bolling.

LG (SECRET, LAVA, JDY, CAMAY, SALVO): "Usual secrecy surrounds LG products for fall tv & radio." Overall budgets should top 1960.

ILLSBURY MIXES: Available information indicates account will run fall tv campaign and use day and night fringe mins.

UAKER OATS: Kicks off fall tv using 40 mkts. for Grains, 26 for tuffets. Schedules start 11 Sept. in 2-13 wk. cycles.

ADIO BIBLE CLASS: Will repeat 1960 schedule spending same money in 250 radio markets. Wants half-hour Sun. a.m. Start 1 Sept. for 52 wks.

ALEIGH CIGARETTES: Fall tv depends on result of tv tests now in 3 mkts. with stations cooperating via merchandising in chainstores.

CHLITZ BEER: Schedules placed 1 Jan. for 52 wks. in 35 tv mkts. Will move from JWT to Burnett 1 Sept. but skeds will continue through fall.

TANDARD OIL: Expects to use nighttime spots in East and South some nighttime service shows in South.

TAR-KIST TUNA: Present tv schedule of min. & 20's in 35 markets will continue with new campaign starting Oct. for 13 wks.

WIFT MARGARINE: Beginning in fall account will run 4 13-wk. radio campaigns of day and afternoon mins. with same budget as 1960.

DALLAS

AREY SALT CO: Additional tv budget added for 26-state campaign with various start dates. Will use varying spot lengths before 10:30 p.m.

OMET RICE MILLS: 50% budget increase and new markets start radio drive 15 Sept. for 39 wks. in 25-50 mkts.

REAT WESTERN FOODS: Will start fall tv drive 26 Sept. for 39 wks. using day mins. Wants housewife & limited drive radio mins.

HUMBLE OIL & GAS: Plans to be heavy in radio & tv with football broadcasts and tv "Humble Football Highlights" in 20 mkts.

DETROIT

CHEVROLET: Fall calls for 3-phase push in 400 radio mkts. First starts 18 Sept.-13 Oct., 10 spots wk. & one wk. getting 6 per day.

DODGE: First spot tv buy for a car just completed in 100 mkts. Campaign starts 14 Sept. & runs-27 Sept. using prime 10's, some fringe.

OLDSMOBILE: 32 major radio mkts. plus Olds Zone Cities will get 3-wk. push starting 18 Sept. with increased budget.

KANSAS CITY

COLEMAN CO. OUTDOOR DIV.: Starting 1 Nov. account will beef up budget by 10% in 100 radio & tv markets, for 8 wks. Heavier in tv.

DX SUNRAY OIL CO.: Total of 160 tv & radio markets, up over 1960, will be used for special Sept. drive. Prime and fringe times sought.

INTERSTATE BAKERIES: Budget upped 10%. Tv & radio markets added for 11 Sept. start, 13 wk. run. Min. & 20's in radio; day mins. & 20's in tv.

LOS ANGELES

ANHEUSER-BUSCH: Tv-Radio budget hike of 5%; markets from 13-14. Wants 30's & 60's drive times, and 60's & 20's, 7-10 p.m. on tv.

BLUE CHIP STAMPS: Radio only schedule starts Sept. using day mins., 20's & I.D.'s in Calif. & Nevada. No spot tv in near future.

CARLSBERG BEER: Radio only scheduled for 13-wk. fall campaign in L.A. & S.F. using 30's in traffic times. Other markets cut back.

CARNATION CO.: Tv only. Budget & markets (75) same as 1960. Fall drive starts 15 Sept. for 7-13 wks., day & eve. mins., 20's & I.D.'s.

GDSPEL BROADCASTING: All radio account upping budget 10%, adding 40 markets (total 610). Want 8:30 a.m. Sun. or Sun. p.m.

Last week (SPONSOR 14 Aug.) the New York scene was outlined.

What's happening in Detroit? Bolling's Detroit office reported the details of account plans of just three major autos. Chevrolet, Dodge, and Oldsmobile (see chart). What about the rest?

"The main interest here, naturally, lies in the outlook for the auto in-

dustry," said Bolling's Larry Gentile. "Looking at the overall picture, two major factors will affect automobile expenditures for the fall of this year. One is union bargaining talks, the outcome of which will have a great degree of bearing on budgets.

"If union contracts put too great a demand on companies then the picture will change considerably.

Secondly, if sales run higher we can expect increased budgets."

Agency recommendations, for 196 budgets, are in the hands of the various clients, he explained, but until a clear picture emerges on union talks no action will be taken.

In summing up the immediate future activity of Detroit's auto accounts, Bolling reports that in each

More top U.S. television & radio spot campaigns in a nutshell

HAMM BREWING: No new radio plans for fall. Tv bought on 52-wk. basis, no new plans here. 11 western stations covered (40 markets).

INTERSTATE BAKERIES: Upping its \$1 million budget by 5%, using same Calif. mkts. early Sept. 9-13 wks., mins., 20's, 30's & Spanish shows radio.

LaLANNE INC.: Will increase its 1960 spending (\$857,000) by 50% adding 10 major markets. Likes 9-9:30 a.m. or 9:30-10 a.m. strips.

MATTEL TOYS: Will spend about \$360,000 in some 200 tv markets. Starts 15 Sept. using kid shows & early eve. mins. No radio planned.

RICHFIELD OIL: Primarily tv, some radio, in 6 western states. Prefer NBC or CBS affil for 15-min. "Richfield Reporter," 52 weeks.

S&W FINE FOODS: This tv only account will use Pacific Coast & N.Y. market with \$25,000 expenditure. Want mostly I.D.'s, 7:30-9:30 p.m.

SEABOARD FINANCE LOANS: No tv set for fall. Radio will be used in 20 states. Plans include mins. & 30's in traffic & daytime.

SUNKIST GROWERS: Account wants kids' tv shows for Fruit Bars. Budget: \$650,000 for tv; \$175,000 for radio. 52-wk. drives start Nov.

TIDEWATER OIL: Full plans sketchy on radio but tv starts Oct. for 5 wks. buying prime & fringe mins. & 20's in 13 eastern states.

TOYOTA MOTOR DISTRIBUTORS: New Japanese auto intends to start slowly, should reach 30-40 markets by end '61, will use 7-10 p.m. tv.

U.S. BORAX & CHEMICAL CO.: Will renew "Death Valley Days" on NBC & use prime eve. mins. in 72 mkts. \$2.5 million spot budget remains same.

MINNEAPOLIS

CHUN KING SALES: Expand radio & tv schedules, upping budget & markets. 4-wk. flights start Sept., Jan. & March in 37 mkts.

CREAM OF WHEAT: 10-mo. saturation starts Sept. in 200 radio markets using early morn. 20's & 30's. No other media used.

GEN. MILLS (WHEATIES, INSTANT POTATOES): Upped budget in 125 tv markets for Wheaties; 100 for Bisquick; 125 for potatoes.

HORMEL MEAT PACKING: Upped tv & radio campaign for fall. Radio skeds launched Sept. for 26 wks. using a.m. & late afternoon mins.

MALT-O-MEAL: Present plans call for tv budget cutback but fall drive uses same 82 markets. Seeking mins. in kid shows.

THEODORE HAMM BREWING: 150 radio markets, 75 tv, launches fall sked which runs 52 wks. Mins., 20's & programs will be used.

PHILADELPHIA

BIBLE STUDY HOUR: Cut back network & will run in 38 radio markets Sept. for 52 wks. Programs: Sun. 8-8:30 a.m.

LUZIANNE COFFEE: Fall radio drive starts Sept. 13 wks. Wants mins & I.D.'s, 7 a.m.-6 p.m. Undetermined no. of markets.

PRINCE MACARONI: 22 radio markets in fall, 10-13 wks. Min., 8 a.m. 6 p.m. New product will be tested using radio.

SAN FRANCISCO

CONTADINA FOODS: All radio account will spend more money in 20-25 mkts. starting 15 Oct. for 8 wks. using day mins.

DOLE CORP.: Upped budget set for about 40 radio & tv markets. May add 16 Texas markets before Sept.

GALLO WINERY: Slightly less to be spent in 60 radio & tv markets for 12-wk. run, Sept. start, mins. & I.D.'s in tv.

SUNSWEET GROWERS: 10% budget hike in tv upcoming for 100 mkts. Feb. starts, 4-6 wks. Daytime 15-min. segs sought.

case spot radio will be used at announcement time, 20 September to 20 November. Budget for these purchases are at least as much as last year. No schedules have been firmed, to date, with the exception of the three mentioned in the chart.

Network radio will also start at announcement time, says Bolling. However, long-term commitments are very few. "Should 1961 end up a six million ear year the chances of more markets and heavier spot budgets are very bright," said the Bolling man.

For all broadcast, including network and spot tv and radio, auto budgets "will equal last year." Gentile feels that spot buys will be of heavy saturation in short term blitzes for radio and tv with concentration on particular markets. The markets, however, will differ for each ear or truck involved.

Comparing all broadcast, spot radio particularly will be up with more selective buying by agencies.

According to Bolling, auto clients will be looking more closely at the image of a tv or radio station. Questions such as: Does your station make a good appearance in the eyes and ears of your viewers/listeners? Is it dignified, wild, dull, entertaining, factual, irresponsible?

Other Detroit accounts, such as regional breweries, tractors, implements, light bulbs, are also reported on in a general fashion.

Breweries' spending will continue at a strong pace in spot radio and tv, but the biggest buying will take place in early spring of '62, said Bolling.

Budgets for the fall have also been appropriated for the following account classes in Detroit:

- Tires—spot radio.
- Tractors and implements—both spot radio and tv.
- Auto accessories—spot radio.

The overall outlook for buying out of Memphis (which covers buying out of Nashville and New Orleans) shows a definite increase in spot budgets.

Plans in this area are not made so far in advance, according to Bolling. "Thus, specific account schedules are just now in the hands of clients."

According to Bolling's Memphis
(Please turn to page 77)



DISCUSSING the Kenny's Record Shack's WLIB spot drive are jazzman-turned d.j. Billy Taylor (right), Cherry Vera, of Kenny's and Ed Portnoy, owner of the 6-store chain

RADIO JAZZ SHOW SELLS RECORDS LIKE 'WOW'

Like one of the hippest record chains in town, Kenny's Record Shack, is flipped by radio. In the doggiest months in the record business, June, July and August, Kenny's has really been swinging with sales. "thanks to our radio drive, specifically d.j. Billy Taylor," says Ed Portnoy, owner of the chain.

"We're not putting any other station or d.j. down, but Billy Taylor really has done a job for us," he told SPONSOR. "He's responsible for a 35% increase in business since we began the campaign in June."

Taylor, by the way, is a foremost jazz pianist.

Kenny's has one minute a day on Taylor's evening jazz show, in addition to another 15 spots a week scattered on the station. "Although we have these other spots on the station, customers have been coming into the stores requesting records specifically mentioned on the Billy Taylor show."

For example, Taylor recently played the Dave Bailey Quintet recording of "Reaching Out." "That evening and the following day, there was a terrific run on the side, and it was sold out in no time," said Portnoy.

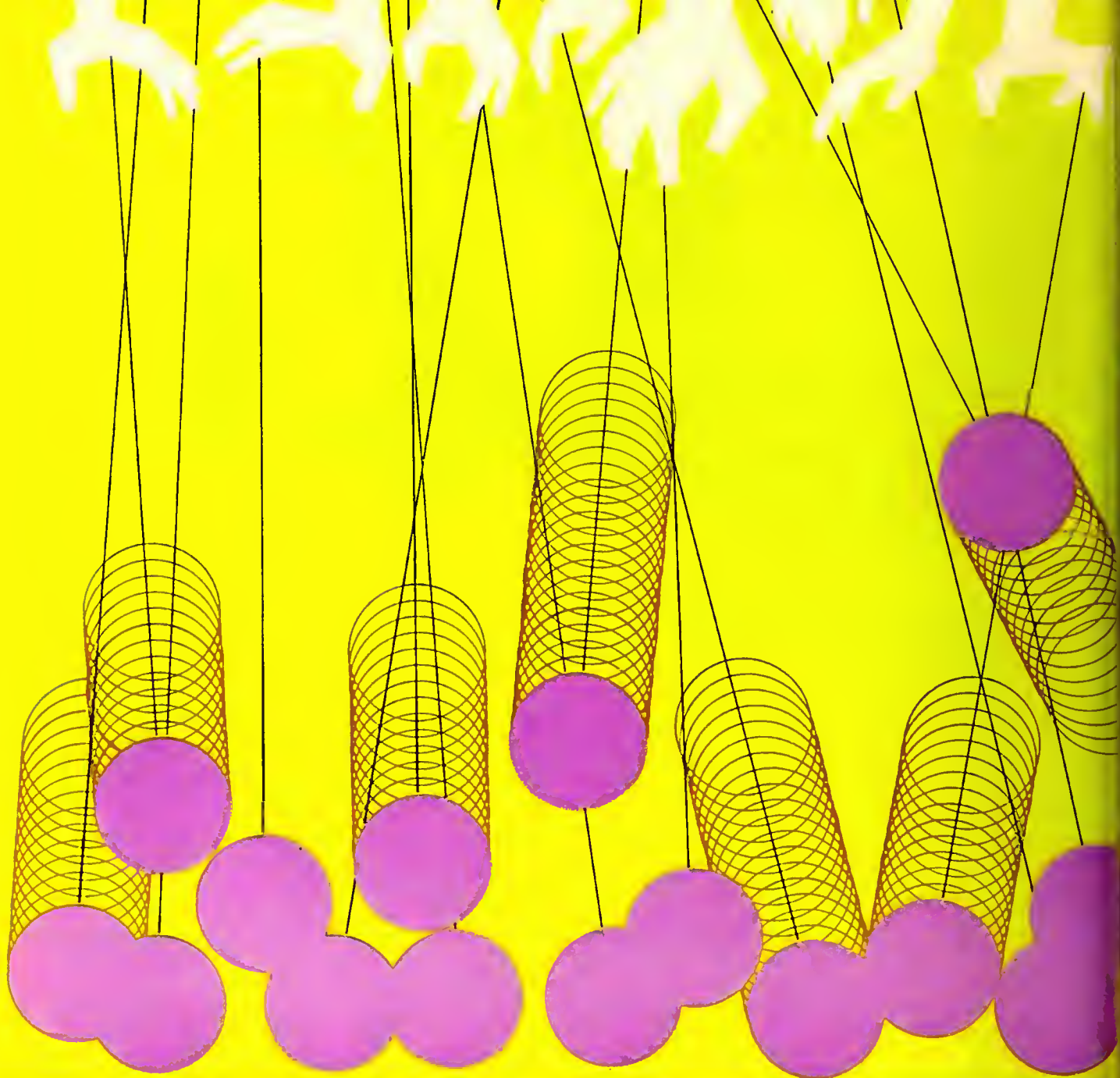
Taylor ad libs his commercials. He uses a strictly soft sell approach. He mentions the records, explains some of the background of the personality doing the performance, and just recommends to his audience that they listen to the side, then tells them where to buy it. Sometimes he plays part or all of the recording, sometimes he just describes it.

More evidence of Taylor's results were witnessed early this month. He plugged three records one night, "Africa Waltz," by Cannonball Adderly, "Ballad Artistry," by Milt Jackson and "Cooking on the Continent," by Horace Silver.

"Within 24 hours after they had been played, the Shack sold over 200 of these sides," said Portnoy.

"We sell all kinds of music," he pointed out. "but suddenly we find we are moving more quality jazz records than ever before since we started on the Jazz program."

According to Portnoy, it looks like Kenny's will be sticking with Billy Taylor, because he's a gas when it comes to moving merchandise. ■



Got the world on a string . . . Theme for Duncan Yo-Yo? No, but it could be. *Duncan recently sold more Yo-Yo's in Nashville than there are people!* The entire promotion consisted of TV spots next to such children's shows as POPEYE, HUCKLEBERRY HOUND, YOGI BEAR, CAPTAIN KANGAROO. Another prime example of WLAC-TV's way to sales success in the Central South. ☺ of course.

WLAC-TV
nashville

the "way" station *to the central south*

THE KATZ AGENCY, INC.
National Representatives

SPONSOR ASKS:

DO YOU FORESEE ANY NEW BUYING PATTERNS FOR SPOT RADIO?

Those replying to this week's question are:

- **Dwight S. Reed**, II-R Representatives, Inc., New York
- **Art Miller**, The Bolling Co., Inc., New York
- **George D. Dubinetz**, Robert E. Eastman & Co., Inc., Chicago
- **Robert Teter**, Peters. Griffin. Woodward, New York

Dwight S. Reed, executive v.p., II-R Representatives, Inc., New York

We don't see any startling pattern changes in radio buying at this particular time. However, we definitely feel that radio is rapidly returning to the stable medium it can be. Our business, generally speaking, is definitely up this year. We've noticed a few accounts have increased the number of markets they are going into this year, as against the markets they bought last year. We believe this is healthy, bullish sign.

However, we feel that the practice of many radio stations in offering local rate to national advertisers has tended to work against, rather than for, good radio advertising. In many instances, unfortunately, this has soured good prospective advertisers on radio.



A healthy sign in some accounts increasing number of markets over last year

There have been advertisers who have sent teams out to pick up radio station time at the local retail rates. In some instances these advertisers have been successful. Their success has been in getting quantity only, not quality. In many instances they settle for less than best, strictly on a basis of price—the old, old trap of false economizing.

A radio station, like any other advertising medium, must do more than simply put announcements on the air in order to guarantee success to an advertiser. These extra services can not be made available at the local retail rate. These plus services are what give the buyer a quality buy, and allow his budget to work hard and thus garner the good results he wants.

If all radio stations would stick together insofar as their national and local retail categories are concerned, the entire radio industry would profit, and radio advertising would become an even more important selling tool than it is already.

There can be no doubt that radio can move merchandise when given a fair shake. We feel advertisers are cognizant of this selling ability. It is our opinion that the remaining part of '61 will show an increase in business.

Art Miller, radio sales manager, The Bolling Company, Inc., New York

By far the biggest influence to affect spot radio, generally, and stations in particular will be the release of Nielsen's Coverage Study sometime this fall. Planners and buyers of agencies will now have updated figures on radio's effectiveness, and if, as suspected, the study reveals significant increases in the number of homes and radio equipped homes, and the all-important per cent listening, then new client and agency evaluations will be necessitated. Equally, individual market and station selection will be closely scrutinized with heavier or less emphasis being placed upon certain markets. Stations who have changed facilities and/or instituted new programming since the last NCS in 1956 will now have accurate, up-to-date measurements of their impact.

Of lesser importance, but from an overall standpoint significant, are: 1) In the past stations offering the most comprehensive merchandising services (to accounts requesting it) re-

ceived the greater portions of budgets—assuming other factors were equal.

To date, the number of accounts seeking these pluses has risen and



Upcoming NCS will result in new agency evaluations and buying patterns

undoubtedly more will want schedules augmented in this manner.

2) Frequency of reach buying is gaining favor in some major agencies with accounts looking to reach better than 75% of a radio market by buying several stations when necessary—a favorable atmosphere in multi-station markets with equally proportioned audiences.

3) Negro radio is receiving attention from clients who have never entered specialized radio. Primarily, increased activity in this area is a result of the Negro's increased buying power, the availability of more detailed "marketing reports on Negro buying habits and product performance lists issued by stations themselves," the management of WDIA in Memphis pointed out.

For the most part, spot radio clients will continue to use past patterns of buying minutes and 20's in early and afternoon drive times and saturation-type campaigns running in short flights of two and three weeks.

George D. Dubinetz, v.p. & mgr., Robert E. Eastman & Co., Inc., Chicago

Recently, a few agencies with the courage to undertake a fresh approach in the use of spot radio have achieved some unprecedented sales increases for their clients. To implement this unique use of the medium it was also necessary to discard old buying habits and replace them with a new pattern for buying spot radio.

(Please turn to page 50)

WPTF

Raleigh-Durham



has **TWICE**
as many
adult listeners

THAN any other station in
the nation's 28th radio market.

Source: 32-county area PULSE:

WPTF	55.1%
Station B	24.1
Station C	5.2
Station D	9.2
Station E	6.4



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

WPTF 32-County Area Pulse Aud. Comp., May, 1960

National and regional bu
in work now or recently complet

SPOT BUYS

TV BUYS

Lever Bros., New York, will open a promotion for Imperial margarine. The starting date is 24 August and the campaign is expected to run for 14 weeks. This will go into something like the top 5 markets. Time segments will be fringe minutes. Agency: FC New York. Buyer: Arthur Pardoll.

John H. Breck, Springfield, Mass., will begin a spot campaign on 21 August. This will go into scattered markets and will amount to a six or seven week flight. Day minutes will be the time pattern. Agency: Reach, Mc. H., New York. Buyer: Margot Teleki.

Bristol-Myers, New York, has prepared a promotion for Sal Hepatica. This campaign will begin 4 September and is scheduled for a 13-week run. It will use early and late night minutes and some day minutes, about five per week. This is probably for the top 60 markets. Agency: Y&R, New York. Buyer: William Dollard.

Lever Bros., New York, has another campaign on the way, this time for Mrs. Butterworth's Syrup. This promotion is going into a group of scattered markets. Time segments will be day and night minutes and chain breaks. It will have a flight of three weeks starting 30 August. Agency: JWT, New York. Buyer: Thom Leidman.

Phillips-Van Heusen Corp., New York, will promote Van Heusen shirts in a campaign to start 5 September. This will be an eight week flight in approximately 20 to 30 markets. The time segments will be late night and weekend minutes. Agency: Grey, New York. Buyer: Jerry Rettig.

Vick Chemical, New York, will promote its Sinex in some 30-40 markets. This will involve two flights, the first going from 2 October to 10 December and the second from 1 January to 11 March. The time segments will be day and late night minutes. Agency: Mors International, New York. Buyer: Mary Ellen Clark.

RADIO BUYS

Monticello Drug Co., Jacksonville, Fla., will promote its 666 malaria and cold preparation in a campaign for southern markets. This will go into some 50-60 markets and will use morning minutes. Agency: Donahue & Coe, New York. Buyer: Evelyn Lee Jones.

Continental Baking, Rye, N. Y., will promote its Wonder Bread in 50-60 top markets beginning 3 September to the end of December. This will use prime time chain-breaks and day and night minutes six to eight per week. Agency: Bates, New York. Buyer: Perry Seastron.

Note: Due to printer's error, all campaigns listed under Radio Buys in the 14 August issue are Tv Buys. Also, Burlington Mills and Parker Pen should have been under Radio Buys.

WHO EVER YELLED

**“WILL
YOU
MARRY
ME?”**

elling doesn't equal selling.

Nobody likes the guy who backs you against the wall, hammers his finger through your chest, and bellows out his proposition.

Some advertising, unfortunately, is like that.

This brings to mind another saying we often hear. Namely, that the man who raises his voice is losing the argument.

The best advertising is persuasion through ideas.

Ideas presented *persuasively* are what people buy.

YOUNG & RUBICAM, INC., ADVERTISING

SPONSOR ASKS

(Continued from page 47)

While these agencies are to be commended for their ingenuity, the approach is neither a totally new concept nor a recent discovery for they simply have recognized the always existing sales power of spot radio.

They recognized the strong local



More qualitative buying; accounts capitalizing on personalities, merchandising

sales influence of station personalities and integrated their salesmanship in the commercials with live endorsements. They took advantage of the complete flexibility of spot radio and directed stations to increase the frequency of commercials at times when the sales message was most meaningful. They solicited the full cooperation of the stations' personalities, merchandising and promotion departments, and even the

representatives by letting them know their sales strategy and objectives. They kept everyone's enthusiasm high during the campaign with a continuous flow of ideas, promotional aids and reports of sales progress. They were using radio as it was meant to be used.

The buyers were included in creative planning and their knowledge of the medium guided some of the agencies' decisions. The buyers actually heard the commercials before buying, enabling them to place the commercial message in the proper climate of the station's programming. There were no stereotyped buying pattern to be followed for every station and the buyers could judge each station in relation to the individual differences that exist in different markets.

There can be little doubt that firms who, in many instances, have spent more advertising dollars have felt the effect of their competitors' sales increases through intelligent use of spot radio. From all this will evolve fresh and exciting techniques in the use of spot radio.

When this happens the future of

spot radio will never be brighter and more secure.

Robert Teter, v.p. in charge of radio
Peters, Griffin, Woodward, New York

The most recent trend has been more discerning evaluation. Radio, of course, has benefitted because of its continued low cost and ability to saturate large percentages of a given market with high frequency. Considerable emphasis on tie-in promotion and merchandising.

While there is still interest in the area, the primary objective again seems to be the best radio buy and let extras take care of themselves.

In order to establish a more favorable climate for his commercials, the advertiser has taken a greater interest in the balanced programming of a station and its over-all believ-



Increased use of news by advertisers; also special features to set them apart

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."

Past President,
U.S. Chamber of Commerce

BOYD CAMPBELL

Pres., Mississippi
School Supply



WJTV

Katz

12

WLBT

Hollingbery

3

Serving the Jackson, Miss., Television Market

ability. Although ratings still continue as the important criteria, the agency buyer, at the insistence of the advertiser, is more than ever anxious to hear tapes of programming, to secure community reaction to program features and, all importantly, to determine how the station measures up with respect to its communities' responsibilities. In the past year, we have seen many schedules placed on stations that appeal to a broad span of adult audience as opposed to those which are segmented in their appeal.

Another trend which we foresee is greater recognition of radio's news ability. Currently, advertisers are seeking to extend their franchises in news programs and every day the agency climate for news presentations is more receptive.

For several years, special program features and vignettes were difficult to move. Today, advertisers are looking for unique program material to set them apart from the regular announcement advertiser. In fact, several sponsors have developed their own program features and have already placed or are seeking to place them.



Boston

Take a second look

(it's Master Furriers, in Duluth)

Take a second look at the Duluth-Superior market -
it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Charleston, Erie or Tucson!

Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

KDAL-CBS RADIO-TELEVISION/3-AN AFFILIATE OF WGN, INC.-REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

CENSORSHIP

(Continued from page 35)

Pierson told the Northwestern Conference. "In the past Commission efforts at program control and censorship have been quite submerged, and, while always lurking in the deep, they have been hard to surface and catch . . . Chairman Minow's program, announced first before the NAB and publicly many times since, offers a rare opportunity (to change the metaphor) to grapple with more than a ghost."

In Pierson's opinion, the Minow program can be summarized as: 1) The broadcaster owes the public the type of programming which he, Minow, specifies. 2) He intends, in his official capacity to see that broadcasters pay the debts which he, Minow, has stated. 3) He intends to accomplish this through the licensing power of the Commission.

Such a program Pierson attacked strenuously on both philosophic and legal grounds. "Whether each of us would like the Minow format better

than what we now have is a matter of personal taste. I personally would like it better. But what price do we pay for receiving the Minow format? It seems to me that the price is a concession that the Chairman and his fellow members at any time have the right to set and enforce the format and structure of program schedules—what they do to please me today can be undone tomorrow. They can prohibit violence today and editorials tomorrow—as they have prohibited editorials in the past.

"More bluntly, the price I pay is a high degree of centralized governmental control of tv fare. Still more bluntly it is censorship. . . .

"I say, Mr. Minow cannot have both ways—brilliant, articulate, a sincere person that he is. He cannot free us from our own imperfect taste by binding us to his imperfect taste without denying the principle of freedom on which this country was built—that is, diversity and liberty instead of conformity and restraint."

Broadcasters and others who take time to read Pierson's close packed 24-page speech, may be surprised to find that there are apparently substantial legal reasons for challenging the Minow position.

Pierson, for instance, says, "In the light of the First Amendment cannot be decided in the last score of years. I do not believe that the precedents which my opponents rely are truly worthy." He notes that "Not until 1948 did the Supreme Court unequivocally state that broadcasting was within the protection of the First Amendment."

In what may be a highly significant and certainly is a highly interesting passage, he says, "I have never understood that, where government uses the licensing mode as an instrument of regulation, its power in areas circumscribed by the Constitution is increased. The print media operate in large measure pursuant to a permit to use second class mails. City streets, parks and halls in many cities cannot be used for meetings or speeches without licenses from the city authorities. In a number of states and cities, motion pictures cannot be exhibited without a license.

"Under no precedent that I can find has the fact that they were licensed, been used as a justification to whittle away their rights under the First Amendment."

(Please turn to page 62)

WWTV AREA HAS MORE HOMES THAN TEN ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

If you think that Southern and Central Michigan are the only IMPORTANT parts of this state, read this!

WWTV covers more homes in Northern Lower Michigan than are available in ten entire states*. Ratings far exceed those of any other television station in this area—and to approach WWTV's coverage in Northern Lower Michigan you would need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. If you want it all, give us a call!

*WWTV area has more homes than Alaska, Del., Hawaii, Idaho, Montana, Nev., N.H., N.D., Utah, Vermont or Wyoming.



WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

when you think

NEW YORK
RADIO

think

wmca



**...the best offer
you've had today!**

The best television buy in Denver right now is
THE 10:30 MOVIE on KLZ-TV! For the first time in the history
of the market a library of over 300 POST 1950 Hollywood feature
films is available! This is the most spectacular movie package
ever offered — the very cream of the crop from ten of the
world's most famous distributors!

**First Run
in Denver**

POST-1950 FILMS

How's this for a line up of features and stars: **THE HIGH AND THE MIGHTY • HONDO • DIAL M FOR MURDER • ALL ABOUT EVE • VIVA ZAPATA • TARZAN ADVENTURES • SHIRLEY TEMPLE CLASSICS • ROAD TO RIO • EAST OF EDEN • JOHN WAYNE • RAY MILLAND • JAMES DEAN • JAMES ARNESS • ROBERT CUMMINGS • CLARK GABLE • BOB HOPE • GARY COOPER • GREGORY PECK • DORIS DAY • FRED ASTAIRE • JUDY GARLAND • BETTE DAVIS • SPENCER TRACY • CARY GRANT.**

THE 10:30 MOVIE will premiere on KLZ-TV September 8th and will be seen every week Monday through Saturday, following the highest rated Denver News-Weather-Sports. Now is the time to place your order. Call your Katz man today.

CBS  DENVER

KLZ
TELEVISION



THE KATZ AGENCY, INC.
National Representatives

Channel

TIME-LIFE BROADCAST, INC.

SPONSOR • 21 AUGUST 1961

WASHINGTON WEEK

The industry was stunned at quick developments during the New Frontier's first six months, but it has recovered quickly, and it is now counterattacking: how effectively the industry is fighting remains to be seen.

Pressure has already swayed NAB president LeRoy Collins. NAB has set an aggressive path for battling the proposed new programing forms.

The industry is also letting the FCC know how it feels, and Congressional phones are jingling. Not to mention a number of wires and letters to key legislators. The battle is really on.

Collins will not backtrack to the point of denying that the FCC has the legal authority to match station performance against promise when the license was secured. That was a position taken by NAB under the previous Fellows administration. But the program form is definitely to be a target.

NAB will attempt to soften down the forms, to make them demand less, even though the announced objection is merely to the fact that they will present too great a burden to small stations.

The FCC will listen: key people say the Commissioners want to lean over backwards to prove they have taken all viewpoints into account.

This has been foreshadowed by the fate of the new plugola rules, which are due to be toned down in line with industry objections.

However, it is considered a good bet that the FCC will not back down on any matter of substance in the payola proceeding. It is believed to be an even better bet that **any retreat on programing forms will be limited to simplifying the forms; to make them easier to fill out.**

The FCC will take its time. But this seems to add up more to delay than to any solid victory for the industry.

As a matter of fact, at least two commissioners (Chairman Newton Minow and Commissioner Frederick Ford) are pretty anxious for a **court test to outline once and for all FCC powers with respect to programing.**

There is little doubt that we are drifting toward such a court test. The FCC is already applying its doctrine that an applicant for a station must outline affirmative efforts to ascertain community needs. A disgruntled applicant **could precipitate a court test on those comparatively narrow grounds.**

Denial of a renewal on the grounds that performance didn't match promise would result in a much broader ruling.

The Commissioners mentioned, and perhaps others, would like the broadest possible ruling by the Supreme Court. This would mark out the limits of FCC jurisdiction with exactness, and would **sweep away as much of the conflicting interpretations of law as the Supreme Court decision covered.**

Part of the reason that the future of industry efforts to soften application forms appear doomed lies in this eagerness for a court test.

It is also the reason the Commission will not let too much time slip by before adopting a new form. The FCC is helpless in that it must keep in mind the possibility of court review, and therefore must permit everybody his full say. But within those limits, the proceeding will be rushed.

Meanwhile, any court test of revocation actions and refusals to renew licenses on narrower grounds **before adoption of a new program form will also be welcomed by the Commission.**

(Please turn to page 57)

21 AUGUST 1961

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PUBLICATIONS INC.

FILM-SCOPE

21 AUGUST 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

It's understood that officials of one syndication company have asked the producers of its show to tone down violence as a direct result of FCC Chairman Newton Minow's views on the subject.

But: the show had a successful advance sale thanks to a pilot loaded-up with heavy action and the stations may or may not like the resulting change of approach.

Stations rather than the advertisers appear to be doing most of the investing at the moment in new syndicated shows.

Take a look at the first sales revealed for Ziv-UA's Everglades: it includes 23 stations.

They are: WTVN-TV, Columbus; WLW-TV, Cincinnati; WVEC-TV, Norfolk; WATL-TV, Atlanta; WDSU-TV, New Orleans; KLZ-TV, Denver; WTVT, Tampa; KELP-TV, Paso; KTVK, Phoenix; KREM-TV, Spokane; KGW-TV, Portland; KGUN-TV, Tucson; WKMG-TV, Mobile; WHIO-TV, Dayton; WLOS-TV, Asheville; WRBL-TV, Columbus; WDBO-TV, Orlando; WCTV, Tallahassee; WLBT, Jackson; KVOS-TV, Bellingham; KEZI-TV, Eugene; KJEO-TV, Fresno, and KOOK-TV, Billings.

It's highly unusual for Ziv-UA to have to make its sales activities on a new show known on the basis of station sales only; hitherto the policy has usually been to have some regional business to talk about at the time the first batch of signings are received.

Official Films package of four off-network series has been doing good business and is now in 31 markets.

Shows are Peter Gunn, Mr. Lucky, Yancy Derringer, and Wire Service.

Latest markets sold are KYW-TV, Cleveland; WJBK-TV, Detroit; KMSP-TV, Minneapolis; WTTV, Indianapolis; WAGA-TV, Atlanta; WDSU-TV, New Orleans; WTVJ, Miami; WTTG, Washington; WDEF-TV, Chattanooga; WNEP-TV, Scranton; WBNS-TV, Columbus, and KTVT, Dallas-Ft. Worth.

Incidentally, Stan Byrnes has joined Official in midwest sales.

Feature films and cartoons are among the least seasonal of the syndicated wares; they just keep selling all year round.

Seven Arts, for example, reports the following in August:

Films of the 50's sold to three more stations: Volume II to KMSP-TV, Minneapolis, and WTMJ-TV, Milwaukee, and Volume I to WMAR-TV, Baltimore.

And the Looney Tunes cartoons (all 191) went to KHJ, Los Angeles; WMAL-TV, Washington; WSOC-TV, Charlotte (all H-R); KYTV, Springfield, Mo. (Hollingbery), and KBOI-TV, Boise.

NTA's The Play of the Week is still tops in many time periods.

Latest ARB reports indicate the show leading its time period in Spokane on KREM-TV, in Little Rock on KTHV, in Hartford on WTIC-TV, and in Tampa on WTVT.

All of these stations show it at 10 or 11 on a weekend night except in Tampa where it's on at 4 p.m. Sundays.

The fourth multi-market deal on Screen Gems' Shannon is to Procino-Rossi (Rumrill, Rochester, N. Y.) for three markets.

Cities are Albany-Schenectady-Troy, Syracuse, and Scranton.

Purchase brings total sale on the show to 95 markets.

ITC's Whiplash is sold in 73 U. S. markets and already has an impressive international sales record in 51 countries.

Latest U. S. sales for the Australian-produced adventure series are WFMB-TV, Indianapolis; WNHC-TV, New Haven-Hartford; WBIR-TV, Knoxville; WHAS-TV, Louisville; KOOK-TV, Billings, and KXLTV-TV, Butte.

Stations are being visited by FBI agents conducting investigations on behalf of the U. S. Department of Justice.

Their interest: "alleged violations of the federal antitrust laws in the distribution of feature films for television exhibition."

UPA has produced a fourth campaign of Mister Magoo commercials for General Electric light bulbs.

Efforts start 2 October with over 100 spots to be shown in each of 135 markets. It's for GE soft-light type of light bulbs.

WASHINGTON WEEK

(Continued from page 55)

The Congressional picture is more confused, as is usually the case.

Industry efforts on Capitol Hill are always more effective, since most lawmakers are receptive. However, there has been too much controversy over tv and too many probes among the Congressmen, themselves, for any direct pressure to be put on the Commissioners by the legislators.

Protests by individual Congressmen there probably will be. But at the moment, passage of a bill to aid the hard-pressed industry or action by a committee appear to be out of the question. The tide is the other way, what with the upcoming Pastore hearings on regulation of networks.

It may not be possible to hold these hearings until Congress is in adjournment. This would make the headlines much bigger and blacker.

Since the networks will be getting the "have you stopped beating your wife" treatment, the publicity is likely to be adverse.

Pastore, chairman of the Senate Commerce Communications subcommittee, has broadened the hearings on his bill to include, not only whether networks should be regulated, but a wide assortment of network and independent packager practices, including the old standby "crime and violence."

This will be another inhibiting factor for Congressmen who might otherwise throw their weight on the side of the industry. That goes even for Pastore, himself, and full Committee chairman Warren Magnuson (D., Wash.). Both are essentially friendly to the industry.

In brief, it wouldn't be possible to get legislation through Congress calling for sterner regulation of the industry as a whole. It may prove impossible to have even network regulation legislation passed, but the Congressmen are putting themselves into a peculiar position.

For all their friendly feelings toward the industry, their penchant for headline-making investigations and frequently overdone statements to the press are making it impossible for them to come to the rescue when the FCC threatens to go farther than they would like.

SPONSOR HEARS

21 AUGUST 1961

Copyright 1961

SPONSOR
PUBLICATIONS INC.

A major Madison Avenue agency is looking around for a topgrade accountant with a rich and solid background in grocery products.

He'll fill the vacancy of one who resigned because he was passed up when a No. 2 spot in the management became available.

Looks like Triangle will be next station group to set up its own national sales operation.

Ed Benedict, Triangle's New York office head, has been quizzing agency media directors on their thinking about the quality of service to be obtained from a group's sales man as compared to that from independent reps.

This sort of inquiry usually precedes a move to self representation.

The Triangle stations are in the Blair basket, and it is estimated that their tv billing are in the \$10-12-million bracket.

The Department of Justice's action to break up CBS TV's exclusive right to the National Football League's game has cost the network only \$1.3 million in billings.

CBS TV's revenue from the complete package would have been \$10.8 million.

The elimination of two teams from the package meant turning back \$700,000 to Ford and \$600,000 to Philip Morris.

NBC TV, which salvaged a couple teams from the bustup, was the beneficiary of a goodly portion of the \$1.3 million.

Talking about the business of televised sports, here's a question that might tickle those with more or less long memories.

Whatever happened to the million dollars that Skiatron gave the San Francisco Giants as a binder for exclusive pay-tv rights?

In these days of the scatter plan the news type program is not without its disadvantages from the viewpoint of the sliderule gentry.

It is their contention that it's a better buy for the account that's more interested in frequency than reach. And particularly, if the targets are more men than women.

As the sliderulers figure it, a news strip will reach 35% of the audience, whereas if the same number of commercial minutes are spread over a schedule the cume could be as high as 60% of the audience.

The promoters of print must be shaking their heads in dismay as they view the burst of renewed buying taking place in both network and spot tv.

A natural hope—a diminishing of dollar interest in tv as a result of the salvos of critical attack—seems to have gone aglimmering.

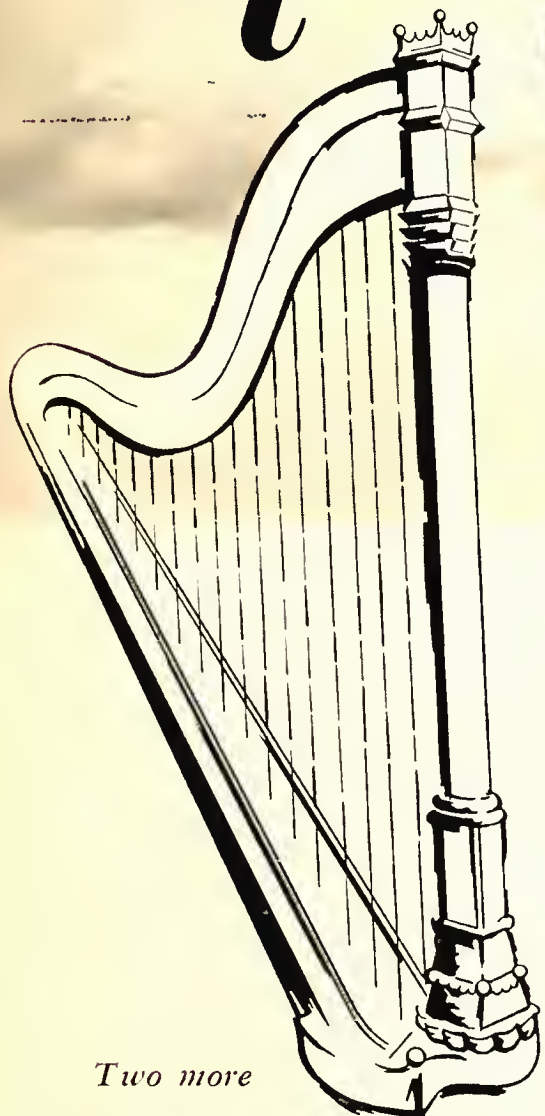
They're finding out that the seller of goods will continue, regardless of what his agents may say for the columnists, to apply the same yardstick to his advertising as he does to any other facet of his business, namely, cost efficiency.

Introducing the new

KXYZ

1320 on your
AM dial
and

KXYZ/FM 96.5 mc



Two more
progressive
stations
of Public
Radio Corporation

*Simulcasting Beautiful
Music for discriminating
Houstonians —*

24 HOURS DAILY

KXYZ and KXYZ/FM present a sophisticated, brilliant montage in a symphony of sound, catering to the refined musical tastes of Houston and the great Gulf Coast . . . twenty-four hours daily. A limited number of commercial announcements are showcased by *Beautiful Music*, *Bright Humor* and *KXYZ Total Information News*, and *Sports by Solly Hemus*, lending impact to your advertising messages.



KXYZ

KXYZ/FM

**1320 ON YOUR AM DIAL
96.5 ON YOUR FM DIAL**

5000
WATTS



REPRESENTED BY
ADAM YOUNG, INC.

RADIO RESULTS

HOME BUILDERS

SPONSOR: Rockhaven Homes, Inc.

AGENCY: Direct

Capsule case history: Home builders in Cleveland have been singing the blues about spotty sales for some time. Rockhaven Homes, Inc., decided to try a short schedule on KYW, using 20 one-minute spots, including eight "on location." Thursday, Friday and Saturday 12 spots were run during the day. On Sunday, Dex Card, KYW's morning show personality, was at the Rockhaven Homes development in nearby Chardon, Ohio, to deliver the "on location" spots (once each half hour) within KYW's regular Sunday afternoon four-hour studio-originated program. Card described the home for sale, commented on the crowds and good weather, and suggested that listeners come out and see the homes for themselves. The following week, F. W. Page of Rockhaven reported that "2,500 to 3,000 people came, and we sold 17 homes in the \$15,000 bracket, totaling \$250,000. The number of leads we have presently will probably push this figure considerably higher for us within several weeks."

KYW, Cleveland

Announcements

FOOD STORE

SPONSOR: Chicken Delight

AGENCY: Direct

Capsule case history: Chicken Delight, a newly franchised home-delivery food store in the Las Vegas area, found spectacular success with a three-week campaign on KORK. After 21 days of operation and 10 days of saturation on the station, Chicken Delight proprietors Bob and Shirley Nolan had seen their business increase 50 to 75% in gross, and their production and delivery staff increased from four to eight. With the exception of a regular opening week direct mailing to homes in the immediate neighborhood of the store, the KORK campaign was its sole advertising. The schedule consisted of 11 30-second announcements per day over the 10-day period, and using the food outlet's slogan "Don't Cook Tonight: Call Chicken Delight," heavily pitched the convenience of home-delivered chicken, shrimp, ribs and fish. Cost of the schedule was negligible against the tremendous volume of business produced, and the Nolans now plan to use radio advertising regularly with the same approach.

KORK, Las Vegas

Announcements

FOOD

SPONSOR: Watkins distributor & dealers

AGENCY:

Capsule case history: The big stumbling block in the life of the door-to-door salesman is the wary household with a closed door and closed mind. In San Luis Obispo, Watkins dealers, who sell pepper, vanilla, and other condiments door to door, broke this barrier by building a friendly atmosphere for themselves and their company on radio. The local distributor started a participating sponsorship, with a one-year contract, on the *Party Line* on KVEC, San Luis Obispo. This program, with the largest audience of any show in the area, is aired in prime time, 10:30 to 10:55 a.m., Monday through Friday, and is a local exchange for recipes, household hints, etc., plus music. Watkins participates each day, emphasizing the Watkins catalog, and urging a welcome for the dealer when he calls. Each dealer is mentioned at least once a month, and the dealers are all most enthusiastic about their radio campaign, and a 57% increase in home-call business it's helped them achieve.

KVEC, San Luis Obispo, Cal.

Pr

CARS

SPONSOR: Saul's Auto Sales

AGENCY: Gotthelf & Weil

Capsule case history: Saul's Auto Sales, the Studebaker-Lark dealer in the Buffalo, New York, area, started on WEBR exclusively for a three month spot campaign. The period coincided with a Studebaker-Lark factory effort to accelerate dealer sales through local contests. During this time 380 30-second announcements were aired, and spots were scheduled throughout the broadcast day. From the beginning of the campaign in the Buffalo area, sales jumped appreciably for Saul's Auto Sales and by the end of the schedule, the dealer was the top Studebaker-Lark outlet in the Pittsburgh Zone. This area includes not only the Pittsburgh and western New York area, but also Ohio, Pennsylvania, and West Virginia. The dealer's agent, Gotthelf & Weil, felt that the success of the campaign was mainly attributable to the impact of the WEBR advertising. In addition, sales for Saul's Auto Sales were effectively sustained in the area after the contest promotion was over.

WEBR, Buffalo

Announcen



Both their hats . . .

"Now that the unfortunate fifteen-day strike by our 'mechanical employees' is behind us, I want you to know that the prompt, full and impartial news reporting by all media in the Metropolitan area impressed us as responsible journalism at its best. This kind of news coverage that gave the public all the facts promptly made the task easier for those of us who bore the brunt of maintaining a vital public service. WWDC, as usual, had a prominent role in this full and impartial news coverage of the events."

DONALD S. BITTINGER, President
Washington Gas Light Company
Washington, D. C.



. . . are off to us!

"Local No. 63, International Chemical Workers Union, AFL-CIO, wishes to express its appreciation to you and your very fine staff for services rendered during the strike against the Washington Gas Light Company. We found your staff very courteous, and they handled the news situation very fairly. It is unfortunate when disputes between employer and employee must be placed before the public, but in such cases it is a credit to your industry when it is presented as you have done. Thank you again for your very fair handling of this situation."

FRANCIS J. TEBBS, President
Local Union No. 63, ICWU

. . . the station that keeps people in mind

We've talked to you in this space before about our editorials. We use them to take a stand on issues that we believe call for comment, *after all the facts are in and weighed*.

Our *newscasts* are something else again. Here we let the developments—*all* the developments—speak for themselves. We don't slant in tone. We don't bury in unprime time. We never pass judg-

ment on events as they are happening. Instead, we pass the *news* along to our listeners—as full, as fresh and as factual as possible. The letters above indicate that we do a pretty balanced job of it.

Keeping *people* in mind is a 24-hours-a-day occupation with us. It explains why we're far and away *first* in Washington, D. C. radio ratings—and the *station* for you to keep in mind.



WWDC

Radio Washington

Member of the Blair Group Plan

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

COMING... SEPT. 3rd!



* the **TALLEST TOWER**
in the **SOUTH...makes**
SHREVEPORT the
Nation's Newest 3-
Station TV Market

- * 300,000-plus
TV HOMES!
- * **MAXIMUM Power!**
- * **CITY-GRADE signal**
in **TWO standard**
metro areas!

... covers **TWO markets**
with **ONE cost!** ... and
BLANKETS the tri-corners
of **Texas, Arkansas,**
Louisiana!

KTAL★TV

CHANNEL 6

NBC for
SHREVEPORT
TEXARKANA AND THE ARK-LA-TEX

Walter M. Windsor
General Mgr.

James S. Dugan
Sales Director

*1,580 feet above aver-
age terrain! For the
complete "Kay-TALL"
story get the facts
from ...



CENSORSHIP

(Continued from page 52)

Pierson closed his address with the question. "At a time when we are locked in a life and death struggle with the Communist world . . . should we concede that the enemy's creed of cultural censorship and control must at long last replaced our historic and yet to be perfected liberties of speech and press?"

4. *Public Confusion about censorship.* Despite the fact the Anti-Minow camp seems to be gathering a number of intelligent new adherents, any objective analysis of the current censorship crisis, must report that many broadcasters and, in even larger measure, the public, are still confused about the issues and problems involved. Typical of such confusion is a recent article by nationally syndicated columnist Roscoe Drummond which reports that 5000 tv viewers from 50 states have written to Minow and that their letters show "two dominant themes"—they want the FCC to help get better tv programs, and they don't want government censored television. Drummond, who seems to have no greater appreciation of the intricacies of tv than most newspaper writers, calls this a "healthy, hopeful attitude."

But to an increasing number of troubled broadcasters, such officially inspired handouts merely becloud a deeply serious question.

LESTOIL

(Continued from page 37)

market, New York, down to 30 in the smaller markets. (See "Lestoil's four fabulous tv years," SPONSOR, 15 February 1958.) At present, New York gets about 60 spots per week, while the least productive markets, receive in the neighborhood of 20. The incumbents recognize the importance of repetition in making a message stick, but they are equally concerned about reach and impact.

Barowsky routinely bought every station in every market in Lestoil's 26-state, Eastern U. S. distribution area. Budget permitting, Tarcher believes in buying all stations in those three-station markets offering good or potentially good sales for the product, with the exception that he rarely includes a uhf station in a mixed market. But, even within these stipulations, Tarcher hastens to clarify, buying decisions are affected

by the innumerable variables within each individual market.

As for the "quick kill" which Tarcher has substituted for Barowsky's 52-week non-cancellable contracts, the former declared he has been using this technique for about a quarter of a century. His explanation of why he doesn't give stations a chance to improve the Lest schedule when another station offers a better schedule: "We make all buys with the understanding that the station continually strives to improve our schedule. If we're on Station A and Station B comes along with a more efficient buy, we cancel Station A, with two weeks notice, on the assumption that it already was giving us the best it had to offer."

In symbolizing the sharp contrast between new management's way of doing things and Barowsky's, Lest executive v.p. Charles McCarthy told of an incident during his indoctrination at Holyoke last year. He encountered a rep moving through halls with a large box of roses under his arm, giving out the flowers to various secretaries. When McCarthy found out who he was he asked how much Lestoil was spending on these stations. The rep's reply: \$5,000 a week.

At that point McCarthy asked for a look at the schedule. "I don't have it with me," responded the rep. McCarthy ejected him, advising that next time he bring along a schedule.

On the positive side, vis-a-vis relations with stations, Lestoil's new flexibility and open mind for trying new approaches should prove a welcome change. For instance, when the company's concentrated drive to bleach, Lestare, was encountering less than glorious beginnings during its introduction to California last summer, KTTV, Los Angeles, came along with an offer of co-sponsorship for the two-week International Beauty Congress. "We gave them a yes within a day and a half," recalled Reyes, S-J's director of broadcast media, whose Lestoil experience spans both regimes. "They'd have had a fast answer from Mr. Barowsky, but it might not have been yes. He didn't believe in program sponsorship."

This program buy turned out to be the answer to Lestare's California problem. "We got virtually total distribution in California before airing a single spot just by explaining it

Hot history, served with verbs and inventory

THERE'S AN AP radio wire in our newsroom. Ditto UPI. And a UPI newspaper wire. Ditto AP. And AP photofax. And UPI film service.

We have a direct wire to U. S. Weather. And a Collins weather radar. We subscribe to the Krick weather service.

We're on the CBS Net Alert. We get CBS radio and CBS tv news.

We have two mobile radio units, eight telephone and portable tape recorders, one Ampex VTR, an assortment of still cameras, movie cameras, and an Oricon sound-on-film camera. We have a darkroom, equipped to process still and movie film. That's inventory.

Verbs are supplied by one director of news services, two tv newsmen, three radio newsmen, one newsman on special assignments (legislature, political campaigns), one sports director, one sports assistant, one basketball play-by-play reporter, one farm service director, one farm editor, one farm reporter, one farm scholarship assistant, and a full-time weather consultant. We have one sports, and three general, photographers. All those CBS foreign correspondents and cameramen in 52 countries are really on our payroll too. And we have 65 part-time Eastern Iowa news and picture correspondents.

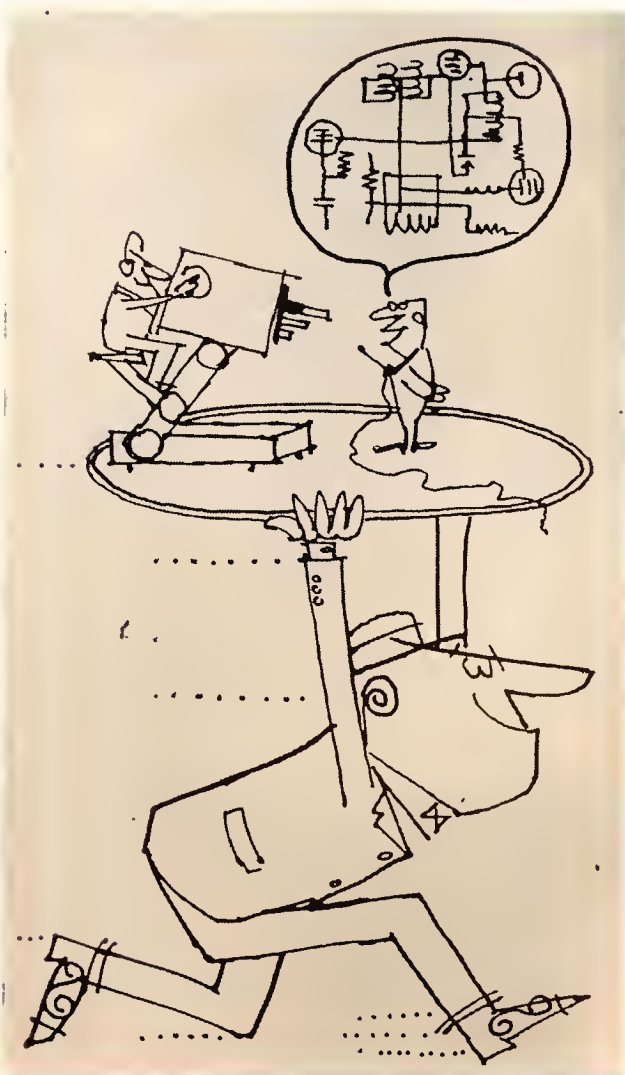
We deliver history hot — from eye-witnesses or with the total recall of tape and film—to Eastern Iowa's well-informed, articulate, literate, and, if we may say so, well-heeled population. Our part, that of elec-

tronic link between event and perceiver, is to provide equipment and verbalizers—the best we can get—worthy of our audience. We haven't once changed the course of history. Only products.

The WMT Stations

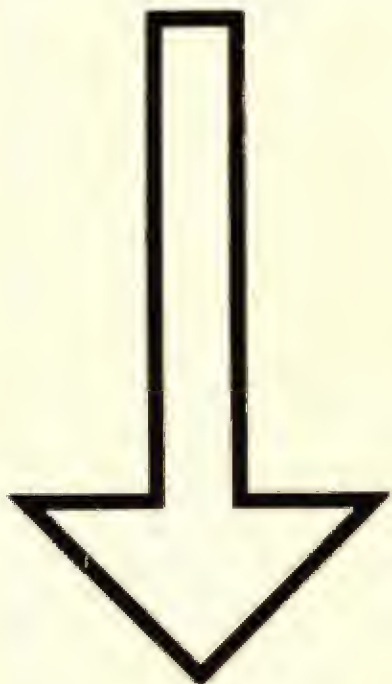
CBS Radio and Tv for Eastern Iowa
Cedar Rapids—Waterloo

Represented nationally by The Katz Agency
Affiliated with K-WMT, Fort Dodge;
WEBC, Duluth



**Review, please,
the latest
accepted survey
of your choice:**

ANY or ALL!



**The unbelievable Family
audience in the
Louisville Metro Area
belongs to **WKLO****

Need we say more?

Call Bill Spencer

or



**Robert E.
Eastman & Co., Inc.**

Other Air Trails Stations:

WING, Dayton, O.

WCOL, Columbus, O.

WIZE, Springfield, O.

WEZE, Boston, Mass.

the chains what we planned in the way of a spot tv campaign, pointing out our accomplishments back East," explained Irv Eison, marketing v.p. at S-J. "Then the spots ran during June and July (1960), but sales were sluggish," he stated.

The beauty contest sponsorship, encompassing 50 Lestare spots over the late July-early August period, with the finals fed to several additional California stations by KTTV, turned the tide. Soon after, Lestare hit the top of the dry bleach market in California, unseating Purex' Beads O' Bleach in its own backward SPONSOR was told.

As for Lestoil's status back in its New England backyard, now that monopoly days are gone, research sources indicate that the pioneer is still tops, with some 40% of the market. Mr. Clean, tops nationwide, is estimated to maintain a New England share somewhat over 20%, with the remainder going to Handy Andy (nearly 10%), and other brands.

Lestoil sales continue to grow but, of course, not at the phenomenal rate of monopoly days. According to Standard & Poor's, from '57 to '58 the sales figure was up from somewhat over \$7 million to \$19.5 million. In '59 they hit \$22.5 million, and last year showed a slight rise according to the Lestoil Products, Inc., annual report.

New management is out to modernize Lestoil's image as well as its media profile. Regular Lestoil, now called "Pine Scent" Lestoil, has a new "safety-grip" glass bottle, while its newly developed sister product, Sparkle Scent Lestoil (minus the pine aroma objected to by some), sports a plastic, safety-grip bottle.

And the mode of advertising Sparkle Scent constitutes still another, most vivid illustration of Lestoil's modernity, its willingness to try new approaches. In startling contrast to the strict, nose-to-the-grindstone product demonstration in Lestoil tv commercials of yore, the company has enlisted the chic services of non-housewife Zsa Zsa Gabor.

To the flow of commentary questioning women's reaction to the presence of this *femme fatale* in Lestoil commercials, Dan Hogan replies, "They may not like her, but they'll notice her and remember Lestoil. Another advantage is they can recognize her voice even when they're in another room—and will listen." ■

TIGHT BUDGET: RADIO

(Continued from page 39)

results with one 10-minute wee segment on the Godfrey radio program on a 52-week buy. Kenyon Eckhardt, agency on the account as well as the sponsor, are pleased with the radio results obtained for Uncle Wood Deviled Ham over the past two years. Annual budget is about \$15,000.

George A. Graham, Jr., vice president and general manager, NBC Radio Network, with considerable prestige cited several small budget advertisers who scored impressively on NBC Radio. One of the case histories related was that of Midas Muffler. When Midas Muffler (a then comparatively unknown advertiser) first started on the network, it did so on a one-minute announcement per week basis, in a field where brand names were generally disregarded by the buying public.

This is the way Graham tells it today: "Encouraged by the results, Midas expanded its schedule, with further successes. Finally, it became a sponsor on *NBC Hourly News* and sales literally skyrocketed. Midas Mufflers became one of the best known automobile mufflers in America.

Midas started back in 1957 on NBC Radio with a budget of less than \$1,000 per week. Midas is now spending close to \$25,000 per week on NBC Radio. Midas is also on CBS Radio. The agency on the account is Edward H. Weiss, Chicago.

Then there is the case of the I. Grass Noodle Company which began on NBC Radio with a \$200,000 annual budget.

In 1959 the company started on NBC Radio, allocating almost 90% of its budget to this medium. It is estimated that I. J. Grass Noodle Company is currently spending about \$300,000 annually on NBC Radio.

Commendation for radio's persuasive power also came last week from Monroe Auto Equipment and American Machine and Foundry Co., both tight-budget advertisers on the Mutual Broadcasting System. Phil D'Antoni, general sales manager of MBS, said both advertisers were motivated by expansion or turnaround plans in merchandising and distributing, when they first began their campaigns on MBS. Monroe tried various media but consumer acceptance

“Charlotte’s WSOC-TV... merchandising ‘plus’ puts more sell into our campaigns”—McCowan, Henderson



“When we are placing spot schedules on WSOC-TV, we know that we will reach the right audience for our products. And, WSOC-TV’s excellent merchandising support is a ‘plus’ factor that puts more ‘sell’ into our campaigns.”

BETTY McCOWAN
Henderson Advertising
Agency, Inc.
Greenville, S. C.

Some things are not shown on rate cards. Important things like merchandising, for example. Schedules on WSOC-TV get the finest merchandising support in the Carolinas. Trade mailings, in-store displays when applicable, tie-in ads, product surveys if needed—other specialized support. Put your advertising schedule on WSOC-TV, one of the great area stations of the nation. You’ll see results!

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Channel 2 "**MEANS BUSINESS!**"

In the Land of Milk and ~~Honey~~^M!



In the Land of Milk and ~~Honey~~^M!

WBAY-TV

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by H-R Television, Inc.

2



SPONSOR WEEK WRAP-UP

CRUISING AROUND MANHATTAN. In the heat wave of New York last week, KHJ-TV sponsored its second annual cruise aboard the 'Mayfe' around Manhattan for New York agencies to get a glimpse of the fall programming plans of KHJ-TV, Los Angeles, and, naturally, get a bit of fun and fishing in. Mal Klein, v.p. of KHJ-TV is shown with 'Miss Mayfe'



Advertisers

General Foods has decided to consolidate all its advertising in Eastern agencies.

This means that FC&B, Chicago will lose about \$3 to \$4 million and some personnel to the agency's New York office.

Brown & Williamson has scheduled a tv budget for the coming season which is the heaviest in the company's history.

This amounts to six one-hour shows and one half-hour show spanning the three major networks.

Tv represents B&W's largest expenditure in an over-all advertising budget estimated at \$30 million.

Campaigns:

- Prefontaine's French wine introduced in this country only four months ago, has gained enough distribution to open its first promotion. The primary medium will be radio and markets will be extended as distribution increases over a wider area.



EAST MEETS WEST. Shown here is Richard H. Gurley, seated, and promotion mgr. David N. Lewis KDKA, Pittsburgh, outlining departmental activity on video-tape sales pitch for TvAR, N.Y. The talk dealt with promotion for WBC's 'PM East, PM West'.

NO SNOW, BUT IT'S CHRISTMAS for Marion County Children's Guardian Home. Over 3,500 toys were obtained by WFBM radio, Indianapolis, by a helicopter flying Santa who distributed them to the kids.

• **General Mills (D-F-S)** will tie in a summer promotion of **Better for Bread Gold Medal Flour** and **Fleischmann's Yeast** with a free offer of a new booklet, "Yeast Breads—Plain and Fancy." Radio advertising will include 20 to 25 spots per week in 30 markets during September.

• A five minute bowling instruction show called **Ned Day and Bowling Today**, has been made available to radio stations throughout the U.S. and Canada.

Agencies

Al Bol, S. A., who owns and operates **AMF bowling centers** throughout Mexico, has appointed **K&E de Mexico** as its agency.

The bowling company which is partially owned by **Sports Arenas, Inc.**, of the U.S., will open at least six additional bowling centers in Mexico during the balance of 1961.

Mergers: Two San Antonio agencies, **Max Waghorne and Associates**

and **Cusick-Schwerke & Wild**, to form the new agency **Waghorne, Schwerke and Associates**.

Agency appointments: **Gordon Baking (\$5 million)** to **Grant, Chicago**, from **Ayer . . . Pepsi-Cola Bottling, L.A.**, to **BBDO, L.A.** . . . **ABC's o&o's** to **Daniel & Charles . . . Green River Corp.** to **Bozell & Jacobs, Chicago . . . Chrysler for Fargo trucks in Canada** to **BBDO, Canada . . . Ring Brothers, Philadelphia** toy distributors, to **George L. Mallis, Philadelphia . . . Johnson & Johnson, Chicago**, for its filter products division, has retained the **Biddle Company**.

Kudos: **H. Earl Hodgson**, president of **Aubrey, Finlay, Marley & Hodgson** has been re-appointed to a three year term on the **Committee For Improvement of Advertising Content**.

PEOPLE ON THE MOVE: **Charles C. (Bud) Barry**, v.p. and director of the tv and radio department of **Y&R** has been made a senior

v.p. . . **West Gillingham** to executive v.p. and general manager of **Clark & Bobertz, Detroit . . . Richard K. Pearson** to account executive, **EW&R, Pittsburgh . . . Samuel Luddy** to associate media director, **Lambert & Feasley**, from media group supervisor, same agency . . . **John C. Rome** to director of radio and tv for **J-F Productions . . . Fred Klein** to v.p. and chairman of the plans board, **North Advertising, Chicago . . . Henry W. See** to head the **Minneapolis office of BBDO** and **Bobb Chaney** to work on new business at the same agency.

New V.P.'s: **John T. Bunch**, management supervisor at **BBDO, New York**, has been elected a v.p. . . . **John P. Street, Jr.**, a director of **Hart Conway, Rochester, N.Y.**, was named executive v.p. . . . **A. W. Fargo, Jr.**, to executive v.p. and **Jack R. McCormack, William A. Banmert**, and **Raymond M. Aurig** to v.p.'s.

Happy anniversary: **Lawrence W.**



NORFOLK MARKET GROWS. Media and research personnel execs from top agencies in New York were guests of **Norfolk-Newport News Market Council (WVEC-TV, WTAR-TV and WAVY-TV)** for film presentation of the greater Norfolk area market growth. L-r **Marvin Antowsky, K&E, Betty Leckner, B&B, Richard Puff, SSC&B** talking with **Glenn Taylor, pres. WAVY-TV**



BUSTIN' OUT ALL OVER are, l-r **Mike Schwartz, Don Wilks, Gerry Mulderrig, Monte Lang** reps of **Daren F. McGavren Co., N.Y.**, agency-rep get-together in N.Y. for 'Beautiful WYRT Music.' **WRYT, Pittsburgh** recently changed call letters from **WCAE**

A VINTAGE YEAR. To celebrate the adopting of the popular sing-along format, **WORL, Boston** had radio personalities wear period costumes and drive 1911 Simplex through city. L-r, **Bill Givens, Bud Sawyer, Alan Dary**

(Larry) Davidson, creative director of Wade Advertising, L.A., celebrates his 25th year with the agency.

Stations on the Move

TOTAL STATIONS ON THE AIR
(as of 1 August 1961)

AM: 3,609

FM: 896

TV: 545

BOUGHT SOLD/APPROVED

Bought: John C. Mullins, a part owner of KBTB, Denver, will purchase the stock of the station held by Webb & Knapp. This will make Mullins the sole owner of both KBTB and KBTR, Denver. The transaction amounts to \$2.1 million.

Associations

The NAB's advisory committee had an all-day meeting with president LeRoy Collins and members of the headquarters staff on the subject of proposed application and renewal forms.

At the conclusion of the meeting, President LeRoy Collins said:

"The burdensome nature of these

proposals is astounding when one sees the cumbersome detail involved in actual operation. It is highly important that the FCC understand the handicaps which such forms will place on broadcasters, especially the smaller ones.

Donald H. McGannon, president of Westinghouse Broadcasting, has been made chairman of a special NAB committee to study the feasibility of creating a research center.

The proposed research center, which will deal with many problems that are now fundamental to the industry, is intended to include all phases of the broadcast industry.

The Georgia Association of Broadcasters announced plans for a special meeting, between broadcasters, FCC and NAB officials, to establish two-way communications.

The concept, suggested by FCC Chairman Newton Minow and NAB President LeRoy Collins, will result in a special meeting termed the South East Radio-Tv Symposium expected

to be held 15 September in Atlanta.

The presidents of seven state broadcasters associations along with Minow and Collins, and other officials, will attend.

William F. Heimlich has joined the Association of National Advertisers as a v.p.

Heimlich, formerly director of public affairs for the Office of Civilian Defense Mobilization, will coordinate A.N.A.'s intensified program in the areas of public relations of advertising and industry, as well as government relations.

Tv Stations

Governor John N. Dempsey, Conn., is putting up a fight to help WTIV-TV, Hartford, retain its Channel 3, VHF.


The FCC has proposed a transfer of the station to Channel 76, UHF. The Governor, a Connecticut congressional delegation and a citizens committee will put the case to the FCC, claiming that many thousands of citizens in that state and adjoining areas will be deprived of their only acceptable tv service.

Idea at work:

WICU, Erie, Pa., participated in the 4-hour long American legion parade. The station's entry was a float made of 100,000 paper flowers.

PEOPLE ON THE MOVE:

Charles L. King, Jr., to local sales manager, KTRK-TV, Houston, Texas, from sales department, same station . . . Joseph L. Pentak to sales staffer, WNHC-TV, New Haven, Conn., as an account executive . . . Charles R. (Chuck) Estlick to account executive at KXTV, Sacramento, Calif. from WANE-TV, Ft. Wayne, Indiana . . . Leonard Gorian to merchandising-advertising manager and Peggy Rogers to publicity-promotion director at WKRC-TV, Cincinnati . . . Robert Graf to tv account executive, New York sales office of Crosley Broadcasting from Peters, Griffin, Woodward . . . James Stevenson has been appointed an account executive at WBBM-TV, Chicago, from national sales service rep for the same station . . . Gerald Noonam to national sales rep for WCAU-TV, Philadelphia, from media



LOBSTERADIO

serves

MAINE

W
L
O
B

Buying the top "35" Markets?
Then you must include
"Lobsterland" — M A I N E

- Uniform product distribution
- Single Medium Coverage — LOBSTERADIO
- \$1.6 billion Consumer Spendable Income
- Nearly One Million Consumers
- Ratings as high as 7.6
- Rates as low as \$28 for minute spots

... one
of the
35
MARKETS

**1 RADIO ENTITY WITH
8 TRANSMITTERS**

LOBSTERADIO
EXECUTIVE OFFICES:
Columbia Hotel,
Portland, Maine
TEL. SPruce 5-2336
MANAGER: MEL STONE

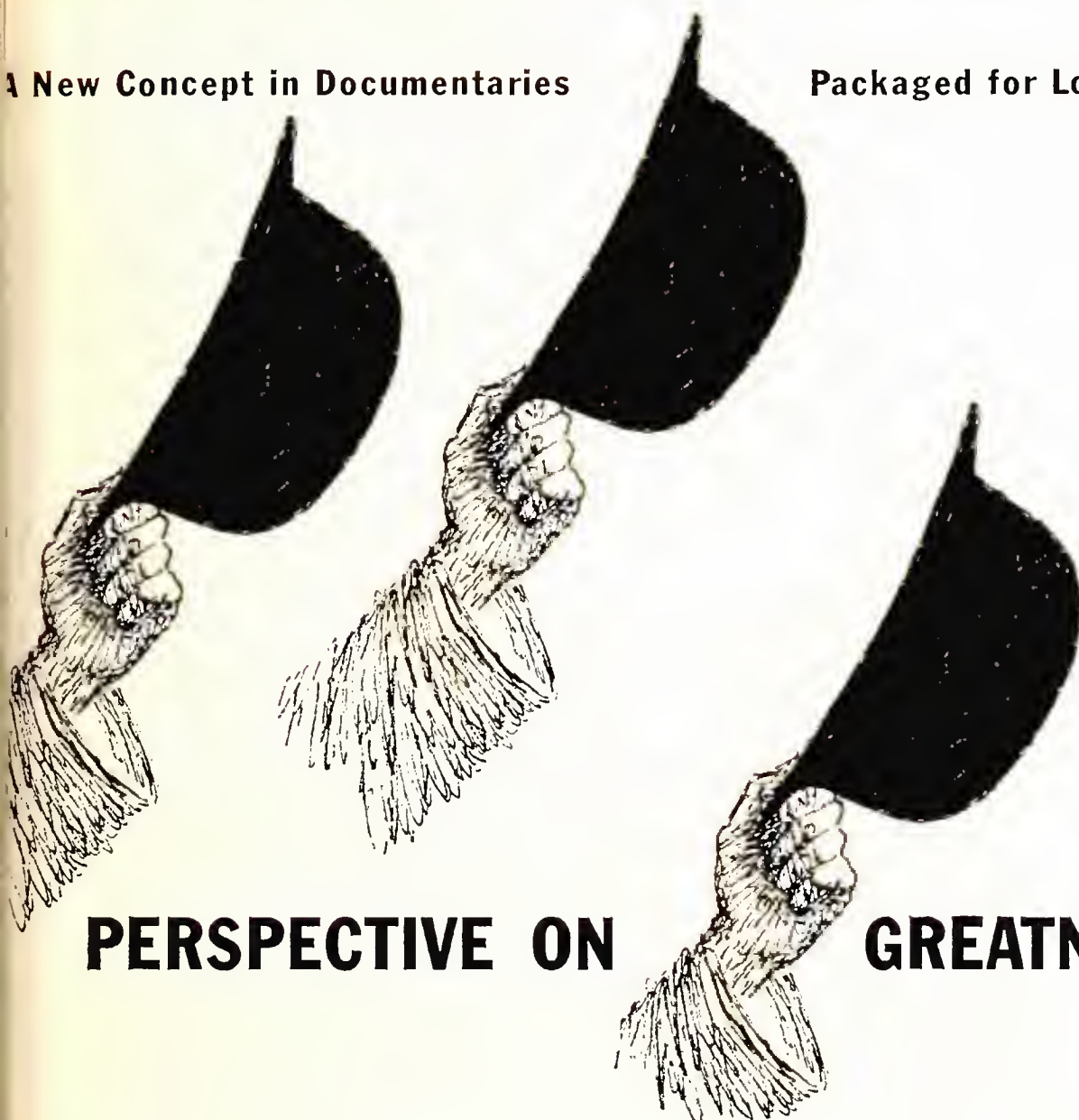
REPRESENTED BY:
Devney-O'Connell Co.

BOSTON
George Eckels & Co.

- PORTLAND
- BANGOR
- LEWISTON
- WATERTOWN
- CARIBOU
- AUGUSTA
- RUMFORD
- SANFORD

A New Concept in Documentaries

Packaged for Local Use



PERSPECTIVE ON GREATNESS

ROWING! This dramatic new concept in documentaries is being picked up fast from coast to coast! Every day more and more markets join the success parade of these twenty-six hour-long specials starring such renowned figures as Lindbergh, Al Smith, General MacArthur, the Duke and Duchess of Windsor, De Gaulle, and more. Actual, on-the-scene filmed highlights in their lives, from the world-famous film libraries of Hearst Metrotone News, are skillfully augmented with new footage from Hearst Metrotone cameramen throughout the world. All brilliantly woven together by the masterful writer John O'Toole, to give a true "PERSPECTIVE ON GREATNESS." Dramatic entertainment of real prestige and stature. The kind to attract important local advertisers. Plus this practical bonus: a single, compact, easily stored source of material on famous people—complete shows to run at a moment's notice when needed.

A Great New HEARST METROTONE Production



FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N. Y. MU 7-0870

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England.

982-20
REPRESENTED NATIONALLY BY
HENRY I. CHRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Why WICE, Campbell-Ewald?

Cynics might suppose Campbell-Ewald airs its automobile commercials over WICE only because the agency's good client and WICE annually co-sponsor the Providence Soap Box Derby.

But not smart cynics.

Truth is, civic-minded WICE is a trusted public spokesman people listen to hard. People who buy cars, for example.

So, if you're buying Providence radio, buy it like the wise ones at Campbell-Ewald. Count heads and ears as well as noses. The smart money is on WICE.

wice
PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

buyer at B&B . . . John J. Cosgrove to account executive in the sales department at WCAU-TV, Philadelphia, from unit manager of production sales. CBS TV commercial videotape division . . . Arthur R. O'Neil will succeed Neal B. Welch (retiring) as general manager of WSBT (AM-TV), South Bend, Ind. . . Thomas G. Pears to sales manager of KLFY-TV, Lafayette, La. . . Charles R. (Chuck) Estlick to account executive, KXTV, Sacramento, Calif. . . Lawrence M. (Larry) Carino, well known broadcasting executive, has been named managing director of Storer station in Detroit. WJBK-TV.

Kudos: KRDO (AM-TV), Colorado Springs, Colo., earned the Department of the U. S. Army Public Service Award for presenting the vital and significant story of the Army to a major segment of the American people . . . KPIX, San Francisco, won a Freedom Foundation award for *A Life in the Balance*, a program presented from the San Francisco Hall of Justice in 1959.

Radio Stations

The newly organized Institute of Broadcasting Financial Management has named a board of 15 to direct activities.

The new group will seek to develop an exchange of ideas, a body of source material and possible studies in the area of broadcast financial management.

Members of the board are as follows: Joseph K. Mikita, Westinghouse Broadcasting, New York; H. W. Dornseif, WCCO, Minneapolis; Thomas E. Carroll, The WFBM stations, Indianapolis; Charles A. Hart, WHDH, Boston; Joseph J. Madden, Metropolitan Broadcasting, New York; Edward Mitchell, WPIX, New York; Richard S. Stakes, WMAL, Washington.

Also, A. B. Suhor, WDSU, New Orleans; Aubrey H. Moore, Jr., WRAL, Raleigh, N. C.; John E. Hinkle, WISN-TV, Milwaukee; Norman C. Hadley, CBS, New York; E. S. Zimmerman, Crosley Broadcasting, Cincinnati; Richard C. Percival, KRNT, Des Moines; Richard M. Thomas, WJR, Detroit and Julia Royal, KCOP-TV, Hollywood.

Monti Boyd of D'Arcy had a

number of critical things to say about radio and tv at the Georgia Broadcasters' convention in Atlanta.

He, along with Dale Metz of Calling Brewing, put on a provocative sales seminar. Boyd challenged the broadcast industry to act like the potent mature medium it is, and not act like "kids." He criticized many stations for not having real policy on local and national rates.

Boyd said each station should decide what it wants to be in a market and not to try to be all things to all people. "Sell what you've got, at what you want for the time and stick to it," he said, "and, don't cry if you lose business. Turn down business if you don't think you can get results."

WINS, New York, becomes the Mutual Radio Network flagship station, as of 28 August.

This means a complete break with WOR, New York, which was one of the founders of Mutual in September 1934. At that time the station was one of the stockholders in the network.

In 1952 Mutual became a wholly owned subsidiary of General Tire and in 1957 General Tire (RKO General) disposed of the network.

In the interim WOR carried, because of its own 15-minute news policy, less and less of the Mutual news programming.

The affiliation with WINS gives the network in-depth news exposure in the daytime in the New York area.

Ideas at work:

WABC Radio, New York, first prize in the area wide DeeJay Search went to Lee Marshak, a junior at Columbia University. He will receive a deejay contract and a title of youth advisor to WABC Radio.

PEOPLE ON THE MOVE:

Robert W. (Bob) Harris to sales staffer, KOMO, Seattle, from KOL, Seattle . . . Willard Butler to sales staffer, KMLA, as an account executive from WJW, Cleveland . . . Calvin H. Mann to advertising manager, KITN, Olympia and KITI, Centralia, Wash., from manager of KVOS, Bellingham . . . Philip F. O'Brien to board of directors and assistant secretary-treasurer at KXLW, Clayton, Mo. . . John J. Lee to general sales manager, WPLM (AM-FM). Plymouth.



PBC

is proud
to be in
Broadcasting

We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.

We believe that in the operation of radio and television stations we can make a significant contribution to this better life. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*



PEOPLES

BROADCASTING CORPORATION

246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WMMN, Fairmont, W. Va.
WTTM, Trenton, N. J. WGAR, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance
Company, Columbus, Ohio

mouth, Mass., from account executive at WJDA, Quincy, Mass. . . . **E. R. Peterson**, senior v.p. of Keystone Broadcasting, has returned to work after several months' absence from his Chicago office . . . **Victor Williams** to director of sales and marketing of WIL, St. Louis, from merchandising same station . . . **Ric Marcellan** to account executive and production advisor at KIOA, Des Moines, from assistant manager, KLEO, Wichita . . . **Ruth N. Just** to director of promotion at WIL, St. Louis . . . **Charles A. La Mason** to director of advertising and promotion, WBAL, Baltimore, from assistant director of promotion, same station . . . **Mahlon C. (Mel) Gaumer, Jr.**, to sales staffer at KPHO, Phoenix . . . **Ralph Petti** to sales staffer, KEWB, San Francisco . . . **John R. Stonecypher** and **Allen Kornish** to account executives, WARM, Scranton/Wilkes-Barre, Pa. . . . **Ben Caine** and **Don Dehon** to account executives at KJEO, Albuquerque, N. M.

Happy Birthday: WKNB, Hartford, Conn., is celebrating its 15th anniversary with a series of promo-

tions. Included is a give-away to the listener who is telephoned and asked the magic word—the correct answer is worth five hundred United Trading stamps.

Kudos: Among the judges for a one-year full scholarship to North Texas State University, going on in Dallas, is **John Box**, managing director of the Balaban stations and **Mike Shapiro**, managing director of WFAA.

Sport sales: **Morris Plan**, California, has purchased one-quarter sponsorship in the Cal-UCLA football and basketball schedules for the fall. KSFO, San Francisco, will originate the games for 12 northern California and Nevada stations. KMPC, L.A., will cover for 12 southern California stations . . . WATE, Knoxville, will be the flagship station and **Texaco** will sponsor the Vol Football Network, broadcasting the complete University of Tennessee grid schedule. . . . The 49er games and the Golden West Network are ready with **Borden**, **Safeo Insurance**, and **Falstaff Brewing** for both preseason and league contests.

New quarters: WIP, Philadelphia, will move to new quarters in the Center city area in the fall. The location will be in the Wellington Building at the northeast corner of 19th and Walnut Streets.

Networks

CBS, Inc., shows a consolidated net income for the first six months of 1961 of \$9,509,332.

This is down from the corresponding period in 1960 which was up to \$12,669,169.

Current earnings, equivalent to \$1.09 per share, compare with \$1.47 per share (adjusted for stock dividend) earned for the first half of 1960.

Said the report: Increased costs, general business conditions, and the discontinuance of the CBS electronics division were the principal factors which contributed to the decreased earnings.

Pulse studied the metropolitan Philadelphia area to see if viewers know what a tv network is—19% never heard of a "tv network."

One out of four viewers were not even able to name one of the three networks serving Philadelphia.

As to the question of "the best programs," NBC received 28%, CI 26%, and ABC 21%.

When it came to news and special events, 43% felt NBC did the best job, 26% preferred CBS, and ABC was far back at 8%.

New affiliations: **KODA**, the new radio station in Houston, signed an affiliation with ABC Radio.

Financial report: **American Broadcasting-Paramount Theaters** announced that the board of directors declared a third quarter dividend of twenty-five cents per share on the outstanding common stock and twenty-five cents per share on the outstanding preferred stock.

Network sales: **ABC Evening Report**, with a totally revised format, will be sponsored by **E. R. Squibb & Sons (Donahue & Coe)**.

Tv sales: **Mobil Oil** has bought minute participations in some 20 different series at **CBS TV** and **ABC TV**.

Specials: **Carnegie Hall Salutes Jack Benny** will be seen on **CBS TV 2** September from 10 to 11:00 p.m. The **Kitchens of Sara Lee** will co-sponsor the program . . . **Beechan Products** for its **Brylcreem**, (**K&E**) will be the sponsor for the **Connie Francis Show** on **ABC TV** 13 September. **Art Carney** and **George Burns** will be guests.

Representatives

Heritage Representatives has expanded to include offices in nine major cities.

Along with the new locals, here are some changes and additions in personnel:

Gil Bond, formerly with **KAYO**, Seattle, now is sales manager, headquartering in Seattle. **Hal E. Chase**, formerly with **H-R** in San Francisco, takes over as manager of **Heritage** offices there. **Larry Krasner**, ex-**Forjoe** and **KOL**, Seattle, is manager of the new **Heritage** bureau in L.A.

New midwest managers are: **Larry Gentile**, **Detroit**; **Bud Stitt**, **Minne-**

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England.

982-20

REPRESENTED NATIONALLY BY HENRY I. CRISTAL COMPANY

WGY

810 KC,
50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

a straight line is the shortest distance

straightest line between buyer and seller

1961 TV BASICS

ad forms close 24 August

apolis; and Jim Brassfield, Chicago.

On the East coast: Frederick W. Smith, formerly with the Concert network and WINS, is in charge of the New York office. J. Richard Turner is the Boston manager, and Gene Blaine is the manager in Atlanta.

Rep appointments: WACO, Waco, Texas, to Robert E. Eastman & Co. . . . WGAW, Gardner, Mass., to Breen & Ward.

PEOPLE ON THE MOVE:

James P. MacCann to tv account executive at Peters, Griffin, Woodward from Standard Rate and Data . . . Bill Losee elected president of AM Radio Sales from general manager of the same firm . . . Thomas J. White elected director of the corporation. Avery-Knodel, and along with Roger O'Sullivan was made an executive senior v.p. . . . James Theiss to v.p. and general sales manager of Blair Television Associates.

Film

NBC International is first in distribution of U.S. Tv films in Japan.

at WGY...

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982-20

REPRESENTED NATIONALLY BY
HENRY I. CRISTAL COMPANY

WGY

810 KC,
50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

This was the result of an on-the-air program analysis for the month of July made by C.R.R., the Tokyo broadcasting research organization. Out of 70 U.S. filmed programs televised in Japan during July, 10 were distributed by NBC International.

Other American distributors represented in Japan are: CBS-Films with 9; Screen Gems with 7 films; MCA has 8; Ziv has 6; Warner Bros. with 5 films; ITS has 5; and William Morris with 3.

Production schedules: Filmaster's new series, *The Beachcomber*, will resume production 2 October. Nine half-hour episodes of the total of 39 being made remain to be produced.

PEOPLE ON THE MOVE:

George Hankoff to v.p. in charge of sales, Fountainhead International from Screen Gems . . . Will Tomlinson to sales account executive at ITC . . . Jack McCormick to v.p. in charge of finance for Cascade Pictures . . . Ralph Porter to director of Production at Gerald Productions.

Public Service

Newsmen from WBAB, Babylon, N. Y., were told to "Take your equipment, and get out, and get out quick" when they attempted to cover a public hearing of the New York State Department of Public works Commission at Bay Shore High School.

The incident was given notice by WNBC-TV's metropolitan newsreel and the station's editorials are being backed by Nassau and Suffolk counties.

The Freedom of Information Committee of the Radio Newsreel and Tv Working Press Association has expressed an interest and offered its aid in combating the ruling.

The seven CBS o&o radio stations will present seven 50-minute documentaries, beginning 4 September, on the Nation's economic problems.

The series, under the title *How Serious the Challenge?*, is the result of a collective project in which each station has made use of its own complete facilities. Planning and research for the project was begun in the spring.

Public service in action:

• WBBF, Rochester, N. Y., offered \$1,000 in prizes to the top Rochesterians who write the best essays on the subject: "The Function of Foreign Aid in the Fight with Communism." The contest is meant to be a direct challenge to the John Birch Society.

• WSOC-TV, Charlotte, has initiated a campaign to demonstrate to citizens of that area the value and objectives of civil defense. The station constructed a fully equipped shelter in a small lounge in its basement and is showing films of this model on news programs.

• WCHS, Charleston, W. Va., came the clearing house in a community effort to contend with a flood disaster in July. All programs and commercials were cancelled so that the station's complete attention could be given to the rescue work.

Kudos: KMOX-TV, St. Louis, was cited by Newton Minow, as he appeared for an interview on the station's *Eye On St. Louis* program. Minow said "A good example of what television can do to educate and enlighten and inform people." . . . WSB-TV, Atlanta, was cited by the U. S. Marines and presented with a statuette of Iwo Jima for the station's fourth of July efforts which was part of the over-all summer tv programming toward a Salute to America.

Trade Dates

The Advertising Research Foundation will hold its seventh annual conference, Tuesday, 3 October, at the Hotel Commodore, New York City.

Other trade dates:

• The 24th annual western region convention of the American Association of Advertising Agencies will be held at Coronado, Calif., Hotel del Coronado, 15-18 October.

• The calendar for American Women in Radio and Television looks like this for September: 15-17 September, Southern area AWRT conference at the Dinkler-Tutwiler Hotel, Birmingham, Ala.; 29-30 September, New England, AWRT conference at the Equinox House, Manchester, Vt.; 29-30 September, East central area AWRT conference at the Claypool Hotel, Indianapolis, Ind.

AMERICAN OIL

(Continued from page 66)

regional aspects of the campaign. In the Midwest, for instance, because of a strong marketing position, American is retaining the Standard signs at service stations, but replacing the gasoline brand name with American Super Premium and American Regular. In the East and South, the company continues to market its unleaded premium fuel under the brand name of Amoco Super Premium, as well as American Regular. In the West, Utah's former Ultra-Power brands are replaced by the American label.

A unique creative feature of American's new tv commercials is the two-minute "musical extravaganza." with baritone Bill Lee, backed by a chorus of 26, explaining the "Big Step" in song and dance. Four regional versions were shot, also, in color.

To the best of D'Arcy's knowledge, this is the first time a two-minute color commercial has ever been placed in spot television. In fact, the agency and American Oil were pleased and surprised at the wide acceptance of the production by stations, according to Robert B. Jones, American's advertising manager. Of the entire television list, he says, only five stations could not place the commercial.

Although a two-minute rate structure presented a minor problem—charges varied everywhere from two times the one-minute rate to the five-minute rate—most stations charged 1/2 times the one-minute rate.

The chief aim of American's commercials, both radio and tv, is twofold: consumer education, combined with a product pitch. Serving as catalysts regionally, for the overall national image, are these features in commercials: (1) the "As You Travel—Ask Us" service at American stations coast to coast, (2) brand names, such as Permalube oil and Glas times, (3) torch and oval signs at each service station, and (4) red, white, and blue color schemes on gas pumps.

Oil company consolidations, according to spokesmen in the petroleum industry, were engineered for several major reasons, including economy of operation, national identification of a brand name which they anticipate will result in increased credit card usage.


In addition to American Oil's cor-

porate re-alignment, Humble Oil Co., a subsidiary of Standard (New Jersey) went national with the Enco (energy company) label last spring, replacing Carter, Pate, and Oklahoma regionals.

Cities Service Oil Co. was created early in the year as a marketing organization for the former Pennsylvania, Delaware, and Orange state companies and Arkansas Oil Co.

L. W. Moore, president of American Oil, said recently that the consolidation of three flourishing regional companies will allow American to do many things that could not be done previously with regional operation.

"It opens the way for new economies through consolidation of staff services and through increased flexibility and coordination in transport and storage," he said, "It lets us use, as we couldn't before, national advertising and sales promotion to give us greater mileage from our advertising dollars."

But the greatest advantage, Moore emphasized, is that the move allows American to offer customers, through 29,000 dealers from coast to coast, a recognizable uniformly high quality of product and service nationally. 

BOLLING

(Continued from page 45)

man, Cecil K. Beaver, "agencies have reported that there will be more money available for both spot radio and tv than there was a year ago." "This trend is substantiated by the size of schedules placed during the summer months," he explained. Radio has definitely felt an increase and indications are it will continue through the year coming mostly from those accounts which have yet to finalize their fall schedules.

The question of extended breaks was uniformly probed by Bolling salesmen, as nearly every capsule campaign has the clients plan and/or views on the subject.

In the summations of each cities report comments on extended station breaks were as follows:

Atlanta—"The chief reaction evident concerning extended breaks is an almost unanimous fear of triple spotting."

Boston—"There seems to be little excitement over the extended station breaks."

Chicago—"All spot lengths will continue to be used with no wide-

spread use of extended station breaks."

Dallas—No special plans until stations make firm plans regarding rate structures.

Denver—No special plans.

Kansas City—No special plans.

Los Angeles—"There is very little enthusiasm over extended station breaks."

Minneapolis—No special plans.

Philadelphia—No special plans.

San Francisco—No special plans.

St. Louis—"No account expressed an interest in the special breaks, but whether this is the final word is not known. We can be sure that all clients will watch the results obtained by the 'experimenters'."

In New York the general comment was, "tv extended breaks, which have received widespread attention, do not appear to be getting nearly as much advertiser play as advance publicity indicated. Only a handful of clients are actively investigating their use at this time, however, the number may increase when stations' pricing policies are firmed up."

Here are some Bolling comments on individual client attitudes on using the breaks:

- Domino sugar—"Would use extended breaks but cost is too expensive in relation to minute."

- Brown & Williamson—"Unlikely to get into extended breaks during this year."


- Arrid Cream deodorant—"Extended breaks have not been considered as yet but the feeling is that nothing will change from present concept."

- Palmolive Soap—"Client is examining potential of extended breaks but agency (Ted Bates) has no production scheduled at this time."

- P&G's Duncan Hines Line—"Account is experimenting with extended breaks."

In Los Angeles, at least two accounts, Richfield Oil Corp. and S&W Fine Foods, showed favorable reaction to the extended break.

Richfield, according to Bolling, said: "A good opening with the extended break would be sufficient reason to move a spot." The agency is Hixon & Jorgenson.

S&W, whose agency is Doyle Dane Bernbach, lists its plans as follows: "Plans call for mostly I.D.'s in the 7:30-9:30 p.m. period and are in favor of extended breaks." 



PETER GUNN

114 HALF HOURS

Mr. Lucky

34 HALF HOURS

Yancy Derringer

34 HALF HOURS

WIRE SERVICE

39 ONE HOURS

Call for
a screening



OFFICIAL FILMS, INC.

724 Fifth Avenue, New York 19, N. Y. • PLaza 7-0100

WTRF-TV

**STORY
BOARD**



T. R. Effic!

NEW FRONTIER: We're hoping things will get so good that before long, instead of sending CARE packages we'll be sending recipes overseas.

wtrf-tv Wheeling

BARKING BOSS: "You were twenty minutes late. Don't you know what time we start to work in this office?"

OFFENDER: "No sir, I get right to work and never check to see when you all get started!"

Wheeling wtrf-tv

HUMAN TRADER! Maybe we should try to trade a few of our beatniks for some Cuban sugar.

wtrf-tv Wheeling

ST. PETER: "How did you get here?"

NEW ARRIVAL: "Flu."

Wheeling wtrf-tv

A MOTHER PIGEON and her young son were preparing to migrate to Florida. The baby was afraid he couldn't make the trip. "Don't worry," said Mama Pigeon, "I'll tie an end of a piece of string around my leg and put the other end around your neck. If you tire, I'll help you along." The baby pigeon began to wail. "But," he protested, "I don't want to be pigeon towed!"

wtrf-tv Wheeling

SIGN in a department store: "There's no tax on this perfume. The type of man it attracts is not considered a luxury."

Wheeling wtrf-tv

MERCHANDISING services can be arranged to strengthen your WTRF-TV spot schedule. We want to show you the impact of TV in this Wheeling-Steubenville Industrial Ohio Valley so see our Rep George P. Hollingbery for specifics

**CHANNEL
SEVEN**

NB

**WHEELING,
WEST VIRGINIA**

Tv and radio NEWSMAKERS



Henry T. Sjogren has been made director of communications of the Troy-Beaumont Company, film production and communications consultant. He was formerly assistant general manager of WNBQ-TV and WMZQ, the NBC o&o's in Chicago. Sjogren joined NBC in 1949 as controller of the radio network, and in 1952 he was appointed controller of the o&o division of NBC.

transfer to Chicago came about in 1954. He has been active in Broadcast Advertisers Clubs of Chicago and New York.

Lawrence M. Carino has been named managing director of WJBK-TV, Detroit, a Storer station. He comes to Detroit from New Orleans where he was general manager of WWL-TV. Carino is noted as a programming authority and for his participation in civic affairs. While at WWL-TV, he started a television little theater which produced local programs. He has been in the broadcast business since 1944. His career began as a page boy with ABC in New York. He also managed ABC's Vanderbilt Theater.



Lyle Blahna, head of marketing, research and merchandising departments of Manus, John & Adams, has taken on the additional duties of head of media. Blahna, a graduate of the University of Minnesota, came to the agency from the Anders Company where he was marketing manager for the past two years. Prior to that, he was with General Mills for a 14-year stretch.

where he became sales promotion development manager. He was also brand manager on Betty Crocker mixes.

Thomas C. Butcher has been appointed senior v.p. and coordinator on the Colgate-Palmolive account at Lennen & Newell. He started his advertising career in 1932 as a copywriter with BBDO and has served as chairman of the board of Jim Nash Associates, industrial designers, for the past year. Previously, he was president of Brown & Butcher, an advertising agency he founded with Carl Brown in 1958. From 1953 to 1958 he was executive v.p. at L&N and before that v.p. on Colgate at Esty.



*the
great
growing
voice
in
the land*



... has a voice of its own in New York

sign-on to sign-off (now 6 A.M. to 8:45 P.M.) Monday through Friday, WLIB is dedicated 100% to the goals and needs of the enormous Negro Community in greater New York.

Thus becomes the first and only station in New York to dedicate its efforts and facilities so completely to this community. And the need is vital because one out of every nine persons in the greater metropolitan area is a member of the Negro Community.

Its strength is larger than the strength of numbers alone. In education, its growth has been fantastic—proportionately far outstripping every other ethnic group. At the economic level, the Negro's standard of living is the highest in the country. It has become one of the great buying forces in the marketplace.

In this new WLIB schedule, "dedicated community service" will play a more dominant part than ever before. More "Negro" news; more interviews with outstanding leaders from all over the world; more Community Interest programs (such as "The Editor Speaks"—broadcast for seven consecutive years) will be the station's constant aim.

In every way, the great growing voice in the land now has a bigger voice than ever in New York.



Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

"Make a noise in the east . . . but strike in the west"

Long before Mao Tse-Tung gave us the headline for this ad, Sun Tzu, another Chinese militarist, said in 500 B.C.:

"To fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting."

In today's terms, this strategy is called "Protracted Conflict." In today's world it is being vigorously practiced by Mao Tse-Tung and his brothers in the Sino-Soviet block.

This is Mao's formidable formula for Protracted Conflict:

- I. Eliminate your enemies one by one. Kill the straggler in a group of men . . . penetrate the straggler in a group of nations.
- II. Keep the enemy off balance. Example: Berlin, Laos, Viet-Nam — the basic communist policy of international thrusts and feints.
- III. Use all possible propaganda and cultural warfare to sap the enemy's will to resist.

IV. Avoid a frontal assault until it can succeed without powerful retaliation.

V. Split the battlefield into a Peace Zone and a War Zone. (Today's Peace Zone is simply the full area of the communist empire. According to communist tactics, *all* international tensions lie within the War Zone. Thus, the question of colonialism may be debated in regard to Congo, never in regard to Hungary or Tibet.)

Americans can be fortified through facts. We may not know *what* the communists will try next, but the communist blueprint convinces us that whatever it is, they *are* going to try it. We need not be surprised or shaken.

We don't think these ads will change the tide of any battle. But through them, and the prime time announcements to our viewers and listeners, a few more facts about communism are being published . . . and, our knowledge of the *facts* of the case is our mightiest defense — and offense.

Prime Communicators to 1½ Million Oklahomans

WKY

RADIO AND TELEVISION

DIAL 930 • CHANNEL 4 NBC

OKLAHOMA CITY

The WKY Television System, Inc. ■ WTVT, Tampa-St. Petersburg, Fla. ■ Represented by the Katz Agency



The seller's viewpoint

Let's have more cooperation between radio and tv stations to promote broadcasting," asserts Verne Paule, general manager, WJPS Evansville, Indiana. "We are all too busy competing with one another instead of taking inventory and building for our own best interest." He asks for a code of ethical conduct between competing stations which could be "a driving force for a better business reputation among all broadcasters." He then recommends joint community projects with all stations in a market benefiting equally.



On promoting the broadcast media

Recently radio and television have been under frequent attacks. But instead of having radio and tv defend themselves . . . why can't these outstanding media take the offensive and promote themselves for the good of the industry? Perhaps we are all too close to the forest to see the trees. Radio and tv are THE MOST EFFECTIVE, DYNAMIC media this great nation has ever seen and more cooperation between radio and tv station to promote ourselves is essential.

Yes, radio and tv is a highly competitive business. This is the way it should be. But just as the National Association of Broadcasters' has attempted to represent radio and television, most local and statewide broadcasters have done little or nothing at their own level to enhance the media. We are all too busy competing with one another instead of taking inventory and building for our best interest.

First of all, it is essential that a code of ethical conduct between competing stations be established. Just as the NAB is attempting to expand the Radio Code of Good Practices, it might be well for the NAB and subsequently, state and local broadcasters, as a group, to formulate, adopt and adhere to a rigid code of ethical conduct. If this code, within the competitive means of good business is developed, it could be a driving force for a better business reputation among all broadcasters. It might be well, too, for agencies to adopt and follow such a code in the same manner that the Radio Code of Good Practices is being monitored.

Secondly, it then would be beneficial for broadcasters to undertake joint community projects where not one or two of the local stations benefit but all sharing equally.

Recently the Indiana Broadcaster's Association, conducted its own contest for the ONE outstanding job done to promote National Radio Month. This has been a milestone in the state association and also in the nation. The IBA has also set up numerous FM networks available to all the Indiana broadcasters (AM & FM) for coverage of the Indiana Legislature, sports and other special events. Collectively, on occasion, we have worked well together, but there is much more that could be done. For instance, local and/or state broadcasters could raise funds in various ways and direct the proceeds to community projects: Crippled Children, Salvation Army; or raise funds for a museum, contribute to a memorial or scholarship fund. Other community needs such as the addition of playground equipment for parks, the furthering of a special college or high school course in broadcasting by furnishing schools with up-to-date equipment, can be vital forces to further broadcasting. In times of a community disaster, whether your own or others, even if it is outside the United States, broadcasting on a local or state basis could jointly appeal for funds to assist.

There are countless opportunities for broadcasters to be vital forces in their communities and in their states. This cooperative means would enhance the industry, put broadcasters on the offensive (rather than the defensive) and do a great deal more to open the door of greater community acceptance. Many individual stations have been doing an outstanding public and community service. But let's get some joint projects underway to elevate the media and establish ethical codes of business conduct to keep our industry competitive and dynamic.

SPONSOR SPEAKS

Broadcasters must fight for freedom

In this issue (page 33) we are presenting a special analysis of the current controversy about censorship, and the FCC's announced, and probable future policies.

We have tried to make this an objective report, and to give fairly both sides of the argument.

We ourselves, however, are not neutral. Our editorial position and policy can be stated in this way:

1. SPONSOR is deeply concerned over the trend toward government control of broadcasting and believes that it is far more dangerous than many in the industry realize.

2. We believe that, unless checked, Mr. Minow's present course of action will lead inevitably to censorship, despite the FCC Chairman professed affection for the 1st Amendment.

3. We believe that Governor Collins has been trapped by his own idealism, that in his zeal for better radio and tv he has failed to think through the real principles and issues involved.

4. We wholly reject the Governor's argument that those who fear censorship are merely "draping the honorable flags of free speech and free enterprise around the shaky shoulders of those who abuse liberties for their own selfish interests."

5. We recognize that honorable men who fight for basic freedoms will always be accused of doing so for selfish reasons, or to justify the cheap, the shoddy and inferior. But, as honorable men they must fight on, despite the accusations.

6. We believe that the fight must be stepped up, that the time has passed when large numbers of broadcasters can afford to ignore the peril, and let a handful of responsible souls do their battling for them.

7. We believe that broadcasting must vigorously seek, not merely an uneasy truce, but an absolute showdown on the whole fundamental question of free radio and free tv in our American society.

8. We are completely confident that in such a fight and such a showdown, the forces of freedom will win out.

The price of liberty, according to the old saying, is "eternal vigilance." William S. Paley has made a significant addition to this. He says, "The price of freedom is always, sooner or later, resolute action." SPONSOR believes that the time has come for resolute action on censorship.

10-SECOND SPOTS

It was a ball: A New York radio station asked "men on the street" what they thought Soviet Maj. Gheorgi Stepanovich Titov's reaction would be to his 17-time orbit around the earth 6 Aug. One man's answer: "Wheeeeeeeeeeeeeee."

What's in a name: We have a very pretty gal in our reader's service department whose face dropped the other day when she received a letter addressed to Miss Rita Shrbis. "Dear Miss Sherbis," it began . . . *dear dear, we muttered.*

What's nude?: WABC New York telecast an hour-long special called *The Two Faces of Japan*. The show depicted the old vs. the new Japan. In it was a 4-minute sequence of men and women bathing together in the raw. Immediately following the sequence was a commercial for Ivory Liquid. And we thought Ivory was for babies.

Just a Minow: A humorous moment during Newton Minow's most recent address occurred when he referred to a station that dropped *The Untouchables* and put in The Chicago Symphony Orchestra show. Said Minow: "*We can only speculate about the reaction of the television audience when they see what comes out of those violin cases.*"

Fore goodness sakes: Jon Caudle, promotion director, WSOC-TV Charlotte, recently attended the Masters tournament in Atlanta. The proprietor of the boarding house where he took up residence, told Caudle his impressions of her other boarder, golfer downstairs. "He's one of the golfin' fellers and as sweet as can be. Why, I never spoke to a professional athlete before, and he's one of the kindest, gentlest, most gracious and most considerate gentlemen I ever had the pleasure of meeting, that Mr. Bolt is." Caudle just listened with amazement, as he had just watched Terrible Tommy (Bolt) storm through the day's match and break his quota of golf clubs, as usual.

Full of Blarney: We asked *The Guide's* Charles Reilly what he thought of the fact that Dublin, Ireland, once again elected as its mayor a gentleman of the Hebraic persuasion. His answer: "only in America

Cigars? Cigarettes?



All these cigarettes and cigars
are spotted on the Channel
11 air. Result: Pittsburghers
are smoking up a storm. How
does your brand stack up?



The eyes of Pittsburgh

Represented nationally by Blair-TV



BEL AIR
EL PRODUCTO
KENT
KOOL
MARLBORO
MURIEL
NEWPORT
OLD GOLD
PARLIAMENT
PHILIP MORRIS
RALEIGH
VICEROY

Ignore it

CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL, PRESIDENT

1201 (4-60)

SYMBOLS

 NETWORK

NR = Edward
Petty & Co.
National Reps.

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

IGNORE KPRC-TV, HOUSTON? YOU CAN'T. NO ONE EVER
IGNORED KPRC-TV. YOUR MESSAGE ALWAYS COMPELS
IMMEDIATE ATTENTION -- AND IMMEDIATE RESPONSE.
TO BE SURE TO GET ACTION, SELL OVER KPRC-TV.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

COURTESY OF WESTERN UNION